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It Says Here ...

"Blast-off"...

The long-awaited premiere showing of the "Landscaping Your Home" TV series was successfully "launched" on Wednesday, January 2, at 9:30 a.m. over WCIA, Champaign; WMBD-TV, Peoria; and WMBD-TV, LaSalle-Peru.

Also sharing first-day honors were WSIL-TV, Harrisburg, and KPOB-TV, Poplar Bluff, Mo., which broadcast show No. 1 at 10:30 a.m. The Poplar Bluff station is a satellite of Harrisburg that carries the same programs most of the time and thus gives us bonus coverage. KMOX-TV, St. Louis, starts the series on Saturday, January 5, at 7:00 a.m.

We now have final commitments from WHBF-TV, Rock Island, starting Saturday, January 12, at 1:00 p.m., and from WTTW-TV, Chicago, starting Friday, February 8, at 8:00 p.m. We sincerely hope that all of you are watching the series over your local stations and are making an all-out effort to let as many people as possible know that the shows are on.

Kermit Roe on CBS-TV...

Christian County FA Kermit Roe was in New York City last week appearing on a videotape recording of a panel discussion on corn production in the United States. The recording is part of a series on "The American Economy" being produced by Showpac, Inc., an independent production firm that produces such TV specials as "Meet the Press" and "Wide, Wide World."

Kermit was invited to meet a group in Chicago on November 15 to help develop the script and presentation outline. Actual taping was to be done on Saturday, January 5. Four other county extension agents from midwestern states were to be on the panel discussion. Broadcast of the recording is tentatively scheduled for this spring.

1/4/63

Ogle Tapes Radio News...

A large portion of the Ogle County extension information effort is devoted to radio broadcasts. FA Hubert Fulkerson reports that he and his assistant, Ray Mowers, make eight radio broadcasts each week. In addition, each also writes a column and one or two separate news articles each week.

Hubert and Ray alternate weeks and are responsible for a week's radio broadcasts. The broadcasts are Monday noon, WROK, Rockford (4 minutes); Tuesday noon, WLBK, DeKalb (4 and 2 minutes); Wednesday morning, WJRL, Rockford (4 minutes); Wednesday noon, WJRL (4 minutes); WSDR, Sterling (11 minutes); Thursday noon, WLBK (4 and 2 minutes); WROK (4 minutes); and Friday noon, WSDR (11 minutes).

Recorder in Office...

The Ogle advisers record twice weekly in their office. They make tapes for Friday and Monday before the previous Wednesday. They make the other tapes before the previous Saturday. They mail all tapes in film packs for protection. Outgoing tapes are franked, with postage on a reversible return card.

The radio news service has been so well received that two other radio stations have asked to get it. Hubert and Ray are giving these requests serious consideration, but are looking for ways to work this extra service into their heavy work load.

One way to handle the added service is through dubbing from other tapes sent to stations where there would not be overlap. They could dub extra tapes easily through the old tape recorder simply by plugging directly through the speaker wires. Experiments with this system so far have given good-quality reproductions, they say.

It Says Here

... "Last-Off" ...

The long-awaited premiere showing of "Landscaping Your Home" TV series, a two-part series, "Landscaping Your Home" on Wednesday, May 2, at 9:30 a.m. over WOL, Channel 3, WBD-TV, Peoria; and WBD-TV, Springfield.

Also sharing first-day honors were WBD-TV, Springfield, and WBD-TV, Peoria, which broadcast show No. 1 at 9:30 a.m. The Peoria station is a affiliate of Springfield that carries the same program most of the time and gives us home coverage. WBD-TV, Peoria, starts the series on Saturday, May 2, at 7:00 a.m.

We now have final comments from WBD-TV, Peoria, starting Saturday, May 2, at 1:00 p.m., and from WBD-TV, Chicago, starting Friday February 6, 8:00 p.m. We sincerely hope that all you are watching the series over your local stations and are making an effort to let as many people as possible know that the shows are on.

... Will Be on CBS-TV ...

Christian County NA Kenneth Roe was in New York City last week appearing on a tape recording of a panel discussion on "The American Economy" being produced by Showtime, Inc., an independent production firm at producer such TV special as "Most of a Press" and "Wide World."

Kenneth was invited to meet a group in Chicago on November 15 to help develop a script and presentation outline. A taping was to be done on Saturday, May 2. Four other county extension agents from midwestern states were to be on the panel discussion. Broadcast of the recording is tentatively scheduled for this spring.

... Ogle Tapes Radio News ...

A large portion of the Ogle County extension information effort is devoted to radio broadcasts. PA Herbert Fairbrother reports that he and his assistant, Ray Howers, make eight radio broadcasts each week. In addition, each also writes a column and one or two separate news articles each week.

Herbert and Ray alternate weeks and are responsible for a weekly radio broadcast. The broadcasts are Monday noon, WOL, Rockford (4 minutes); Tuesday noon, WOL, Peoria (4 and 2 minutes); Wednesday morning, WOL, Rockford (4 minutes); Wednesday noon, WBD (4 minutes); Wednesday evening, WBD (11 minutes); Thursday noon, WOL (4 and 2 minutes); WOL (4 minutes); and Friday noon, WBD (11 minutes).

... Recorder in Office ...

The Ogle advisers record twice weekly in their office. They make tapes for Friday and Monday before the previous Wednesday. They make the other tapes before the previous Saturday. They mail all tapes in film packs for protection. Outgoing tapes are insured, with postage on a reversible return card.

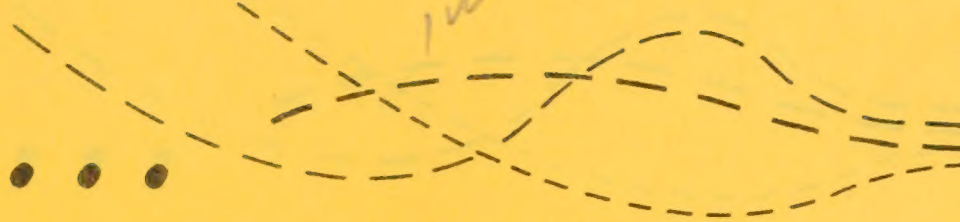
The radio news service has been so well received that two other radio stations have asked to get it. Herbert and Ray are giving these requests serious consideration, but are looking for ways to work this extra service into their heavy work load.

One way to handle the added service is through dubbing from other tapes sent to stations where there would not be overlap. They could dub extra tapes easily through the old tape recorder simply by plugging directly through the speaker wires. Experiments with this system are far from given good-quality reproduction, they say.

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Agriculture

It Says Here



Do The New "Twist"...

Radio Editor John Weidert tells us about a new "Twist" in county use of radio that we pass on for your information and analysis. This idea involves a direct telephone line from the station to the adviser's office, from whence the programs then originate. About all you need in order to get into this business is a microphone, an amplifier, a clock and a radio receiver for station cues. The station may be willing and able to provide the first three.

Reasonable Cost...

Knox FA Don Teel has had some experience with this system over WGIL, Galesburg. Installation may cost \$20 to \$25, plus \$3 to \$10 a month for the direct line. In Don's case, the station considered the program important enough to share half the installation fee and pay half the monthly phone bill.

Warren FA Stanley Sims has checked use of the same system with WRAM, Monmouth, and found the costs to be about the same. Macon FA Warren Myers has a similar set-up with WDW, Decatur, that he likes very much.

Direct line doesn't mean that you are necessarily on the air "live" during the program. The station can put your report or interview on tape and play it anytime.

An alternative for those of you who live a distance from the station and want to avoid excessive line charges, is to make the tapes in your office on your own or the station's recorder and send them to the station with all the material they need for the following week's programs. A once-a-week trip to the station for a recording session can accomplish the same thing.

Macoupin Home Ec News...

Homemakers in Macoupin County and surrounding area really "get the word" from Miss Jacqueline Harris, home adviser in Carlinville. She sends out a weekly news service to the nine weekly and four daily newspapers that serve the county and area. In addition, she writes a personal column called "From the Bureau Drawer" for the six weeklies that print it.

Jacqueline takes a share of the 13-minute radio show over WSMI, Litchfield, every Friday at 12:45 p.m. with the Bond and Montgomery home advisers. For the past three years, she has helped Paul Bernard put on his show twice a year over KMOX-TV, St. Louis, usually a Christmas program and one in July about the county 4-H program.

Mrs. Betty Fox, Montgomery HA, takes the Monday program on WSMI, while Mrs. Lila Allison, Bond HA, takes the Tuesday spot. Betty, in addition, has a twice-a-week news service to five weeklies and one daily in her county. Lila depends upon a monthly column in the Farm Bureau newsletter to reach her association members.

More On Short Course...

In this week's packet you'll find a fill-in story to dailies about the Winter Short Course in Agriculture, February 4 to March 15. A list of early registrants is attached.

If one of these short-course students is from your county, we'd like you to fill in the boy's name and send the story to his hometown weekly newspaper. We will appreciate any help you can give to encourage short course attendance.

1/10/63

It Says Here ...

Study Extension Radio...

Illinois is one of seven states that have been asked by the Federal Extension Service to take part in a study of the use of radio by county agricultural extension workers.

Fourteen Illinois farm advisers are cooperating in this nationwide project. They are R. D. Meridith, Cass; E. E. Golden, DeKalb; D. A. Hewitt, Edgar; F. W. Kittinger, Hamilton; K. R. Imig, Iroquois; E. L. Starkweather, Jackson; J. W. Pero, Jersey; L. D. Kerley, Kane; H. E. Livesay, Lawrence; J. T. Somers, Lee; R. D. Weller, McDonough; L. W. Rogers, Marion; E. D. Peterson, Montgomery; and C. R. Howell, Perry.

Other states cooperating in the study are Tennessee, Oregon, South Carolina, Utah, Kansas and New Jersey.

Listen to Tapes...

Darcie Byrn, analyst for the F.E.S., was in our office last Monday and Tuesday supervising a five-man panel who listened to radio tapes. These tapes were recorded by the above 14 farm advisers as part of their regular radio programs during the week of December 17. The idea was to find out what subject matter topics and what extension radio communication methods the Illinois advisers were using in their regularly scheduled broadcasts.

Byrn will take the tapes to Washington, where they will be analyzed by a national panel along with similar tapes from the other cooperating states.

Second phase of the study involves a personal interview with 11 of the farm advisers. Radio Editor John Weidert will make these interviews by early February.

Off to a Good Start...

Now that the "Landscaping Your Home" television series has been successfully launched, we are actively interested in evaluating it. We will be sending you some things soon to help us in our efforts to evaluate the series. In the meantime, we would greatly appreciate your comments, both favorable and not so, about the shows. What are you hearing and thinking about them?

We have been getting all sorts of examples of printed notices and column excerpts about these shows and the promotional plugs you are giving them in your county information programs. Thank you for all comments you can send in to us. Through no fault of their own, WGEM-TV, Quincy, and WREX-TV, Rockford, have been forced by network prerogative to re-schedule their shows from the times originally set. We are working with them on a new schedule, but it might help if you advisers in their areas would ask now and then how the rescheduling is coming along. It will not hurt to let them know that there is local support for and interest in the programs.

More Landscaping...

You might be seeing five-minute segments of "Landscaping Your Home" on Illinois TV stations other than the nine originally scheduled for the half-hour shows. We have sent these shorter versions to all TV farm directors in the state for use as they see fit on their own shows.

The "Landscaping Your Home" book is off the press, and we will be filling the advance orders this week.

1-16-63

It Says Here



WLBK--15 Years Young...

WLBK, DeKalb radio station, celebrated its 15th anniversary last December 1. From owner and manager George C. Biggar we recently received a copy of the 15th anniversary WLBK REPORTER, filled with eight pages of pictures and text. This twice-normal-size news letter shows what an active local radio station with an alert staff can do to promote, as well as originate, constructive projects for the best interests of the communities served.

A Voice For Extension...

We've mentioned before in these columns the large interest that WLBK and its management have in the farm and home aspects of DeKalb County life and of surrounding counties. This issue of THE REPORTER has pictures of the DeKalb County extension staff, HA Deloris Gregory and her assistant Lynn Statzer, and FA Al Golden and his associate Dave Myatt. Hugh Fulkerson, Ogle FA, and his assistant, Ray Mowers, are also pictured, along with mention that Lee County AFA Arlen Higgs reports for his county. All have regular WLBK programs.

Some of the agricultural and home economics promotions that WLBK has carried on include regularly scheduled programs with area 4-H young people, oversubscribed CROP drive, interviews with local farmers and homemakers, coverage support of the county fairs, annual Farm-City Day, annual Cooking School, and the Illinois Farm-City Careers For Youth program.

Our salute to George Biggar and WLBK for their highly successful efforts to provide friendly, complete public service to DeKalb County and its surrounding area.

Paul Bernard Writes...

We had a letter the other day from our good friend Paul Bernard, farm director at KMOX-TV, St. Louis, and producer of the Town and Country Show. He said:

"The film entitled THE SEARCH that you left with me the other day is certainly a fine one. We have looked at it and I think it is the best one we have had here for quite a long time. I hope we can have more like it, because the quality of both the sound and video is excellent. We plan to use this on two or three occasions within the next two weeks, and I will return it after that."

We have already sent you a Film Report on THE SEARCH, and we are sending you in this week's packet another Film Report on COLLEGE FROM THE STUDENT'S VIEWPOINT. Both of these films are available for your use in the county from the Audio-Visual Aids Service, 704 S. 6th, Champaign. Just write and give them the dates you would like to have the films.

COLLEGE FROM THE STUDENT'S VIEWPOINT is excellent for young people's meetings, especially on career guidance, while THE SEARCH is good for many kinds of county groups to see.

Harley Has Lost Some Things...

H. R. Kemmerer,, Horticulture Department, has lost a flannelboard and set of home landscaping cutouts somewhere. He needs them for classroom work and his other presentations. He wonders if each of you would please check your storage area, and let him know if you locate this material. He thanks you for your cooperation in this project.

1/25/63

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TV Farm Seminars...

We now have more information about the series of panel discussions on TV that we recently told you Kermit Roe was taking part in.

So far as we know now, your local TV station will run these shows sometime during February. Check local schedules for the exact time and date they will appear. For example, WCIA, Champaign, Channel 3, has scheduled the series of four shows for Sundays at 1:00 p.m., starting February 3. That's the only firm time we know about right now.

These TV farm seminars feature information on growing corn. They were produced by Show-Pac, an independent production company in New York, for Geigy Agricultural Chemicals, which is sponsoring the programs on corn-belt stations.

Among the 21 specialists involved in the series of 30-minute panel discussion-type programs are three farmers from Illinois: Frank Mitchell, Findlay; Robert Muirhead, Plato Center; and Vernon Veatch, Roberts. Don Willard, National Bank of Bloomington, in addition to Kermit Roe, is also on the series.

Program topics include Minimum Tillage on show No. 1; Farm Management, No. 2; Soil, No. 3; and Weed Control, No. 4. Kermit will appear as a panel member on show No. 3.

The producers have tried, by selecting a cross-section of midwest farmers and specialists, to present the diversity of problems connected with growing corn. By bringing these programs to the attention of your county farmers, you can help them pick up some valuable information on the latest corn-growing techniques.

Borden Booklets...

Some of you home advisers may be interested in knowing about the series of booklets from the Borden Company containing reviews of nutrition research. Others of you may already be getting them regularly.

Dr. E. W. Anderson and Geraldine Acker suggest that, if you are interested in getting these booklets regularly, you write directly to the Borden Company, Editorial Office, 350 Madison Avenue, New York 17. The information is fairly high-level, but you may find much of interest and something that you can use in your county programs.

Writing "Rules-Of-Thumb"...

Recognizing that many top-notch writers "put across their points beautifully with umpteen-word sentences" but "few of us boast the skill or talent to be literary stylists," James A. Reynolds of National Geographic lists 10 rules of thumb for writing with impact: (1) stick to short, simple words, (2) shun tongue-twisters, (3) weed out wasted words, (4) cultivate vivid, vigorous verbs, (5) avoid passive voice, (6) strive for short, direct sentences, (7) beware of comma clutter, (8) translate "gobbledy-gook," (9) woo with verbal imagery, (10) dramatize statistics. --Notes and Quotes.

On Personal Columns...

When you write a personal column, don't offend anyone by quoting him if he does not wish to be quoted. Don't fill your column with our press releases. Don't separate paragraphs with asterisks for appearance only--use them to indicate a change in subject. --Communication Handbook, Press No. 8. 1-31-63

It Says Here

Order Slide Sets by Feb. 15...

New Landscaping TV Dates...

We have just had confirmation from WTVW-TV, Evansville, that they will start the complete series of "Landscaping Your Home" TV shows on Saturday, March 2, at the announced time of 8:30 a.m. Those of you in that viewing area may want to revise your information efforts accordingly. WTVW started with Show #1 on Saturday, January 19, as originally planned,, then stopped for a couple of weeks and plan to run show #10 next Saturday, February 16. They will then stop for two more weeks before starting the regular schedule.

Meanwhile, we also have received a firm starting time from WGEM-TV, Quincy, for Saturdays at 7:15 a.m., beginning on February 16. We are grateful for the good help from several of the Quincy area farm and home advisers who wrote and called that station asking when the series would start. Thank you for letting the station know that there was an audience waiting for the shows to start.

Please let us know if any of you need more posters and leaflets. Getting the word out about the starting time and date in the Quincy area will take some extra effort, since we didn't get the firm starting time and date soon enough to get it printed on the leaflet.

Cards Coming In...

Special thanks also to all of you who have been sending back the short evaluation card that we recently sent you. Your reply to this card will help us get some idea of how the promotion effort is going. Cards will be going to the Chicago area advisers this week.

As the weather warms up, more people start thinking about landscaping and the shows get more interesting to them.

Attached are film reports and an order form for the four new mass-produced slide sets. D-16, Dimensions of Education for Action, is the slide set you've been waiting for! Dr. Claar first presented this set at the February 7 District 1 extension conference, and subsequently at the rest of the February conferences. You'll get a preview at your district meeting.

Another of the sets, D-14, Controlling Johnsongrass, which discusses ways to control this pesky grass, is designed mainly for use in those counties that have the control problem.

How to Order...

Notify the person responsible for your county extension visual library what your needs are, and have him order by March 1 the slide sets that you will want to use in your county program. You will not get a set unless you order it.

We will send production orders to the processor by March 5. All requests from one county will be shipped together. You can expect delivery of your sets about April 15.

Return the attached form to Jack Everly as soon as possible if you want these mass-produced slide sets. We are sending these four to you without charge.

Mason Farm Page...

From Mason FA Joe Faggetti comes a copy of the weekly Extension Farm and Home News page from the Mason County Democrat. It has an attractive heading using the new CES symbol, columns by Joe and Stan Eden and many informative farm and home stories. This use of the symbol to dress up the news page certainly makes plain the source of the information.

2-6-63

It Says Here



Advisers Discuss Visual Equipment...

Thirteen farm advisers and their assistants from ISAFA district VII met with photo editor Jack Everly in Belleville last week to get some pointers on use of new visual equipment.

Attending were Ralph Broom, Bond; O. O. Mowery, Charles Willman and William Craig, Macoupin; Truman May and Louis Bower, Madison; Arlin Obst, Monroe; E. D. Peterson and Don Kuhlman, Montgomery; Tom Jones, St. Clair; John Pero and Robert Wetherell, Jersey; and Roscoe Randall, area adviser.

Using their equipment, Jack helped the advisers troubleshoot any problems they were having in its care, use and maintenance. He showed them with a polaroid how to calibrate any camera for accurate flash exposures. He told them about the new M-3 flashbulb now on the market that will eventually replace the M-5 bulb. It has the same guide number as M-5 and can be used successfully on focal-plane cameras.

Interest In County Visual Library...

Advisers May and Mowery expressed keen interest in the county extension visual library idea. All of the advisers present indicated that they were in some stage of developing a visual library along the lines suggested in Communications Handbook Photography 12--"A Filing System for the County Extension Visual Library." Earl Peterson reported that he had found Photography 11--"Filing Individual Colored Slides" very useful in organizing the vast Montgomery county colored slide collection so that individual slides could easily be found.

2/14/63

Landscaping Radio Shows Ready...

Farm radio editor John Weidert sent promotional materials last week to all Illinois radio stations about the new series of radio programs on landscaping the home.

There are 13 programs in the series, with extension landscape architect Bill Nelson as host. Each program is 13½ minutes long, with a 30-second musical bridge in the middle to allow insertion of a commercial or public service message. The series is designed to be most useful during the planning stages of landscaping in March and April, and the last program comes about the time homeowners start working outdoors.

John and Bill have also condensed the same material in these quarter-hour shows into two 3-5 minute interviews from each. These are self-contained interviews that can be dropped "cold" into a slot without advance announcement. They are meant to supply helpful information on specific landscaping problems.

Radio editors have been asked to supply their own tapes for dubbing when they request either of these series of programs. If your radio editor wants more information, ask him to write to John at 330 Mumford Hall.

New Loan Exhibit Sheets...

In this week's packet you will find two more Loan Exhibit sheets, No. 17, "Extension Helps Your Community," and No. 18, "Resource Area Development in Illinois."

To get these loan exhibits for your county use, send your request to Vic Stephen, Old Agronomy Storehouse, University of Illinois, Urbana.

It Says Here



Orchids to Crawford...

We have on our desk copies of recent personal columns by FA Boyd Lahr and HA Geraldine Plater in Crawford County, printed in the Robinson Daily News. The reason these columns deserve special mention is that they do such an excellent job of follow-up on meetings that the advisers attended. Anyone who did not attend either meeting could get the "meat" of the subject matter that was presented simply by reading the columns. This is the type of follow-up that we have been recommending for many years and that many of you do well.

Boyd gave his livestock producer readers the facts from a recent livestock meeting when extension livestock specialist Harry Russell was on the program. Mrs. Plater reported extensively and in detail on housing and furnishings information that she obtained at the January district meetings.

Counties Using New Symbol...

More and more examples of county use of the new extension symbol have been showing up.

From Jim Somers, Lee FA, comes a sample copy of his new column heading in the North-Central Illinois Agro Enterprise, printed in Amboy.

Another example is a copy of the mimeographed Carroll County Agricultural Extension Newsletter from FA Byron Hutchins and AFA Earl Gilliland. They use the symbol as part of the heading and again on the address side.

A third example is the summary of 1962 extension activities in Peoria County sent in by FA George Perisho. This 16-page booklet has an offset printed cover and includes information about both the agricultural and the home economics program.

4-H Packet to Dailies...

Early next week you will receive a series of stories for release during National 4-H Club Week, March 2-9. The stories have been released to all Illinois daily newspapers.

The 11 stories in the packet are of a general nature and deal mainly with 4-H activities as they have been developed on a state-wide basis. This packet is being sent to you to supplement the local stories that you will be releasing during the week to explain 4-H activities in your county.

Table of Contents...

In this week's packet you will find a revised table of contents for your Communications Handbook. Replace your old table of contents with this new one and then check to be sure you have all of the listed units in your handbook. Please let us know if any are missing and we will send you another copy.

Be Specific...

Generalities in your writing are likely to do for you as they did for the lonely maiden who advertised her desire for warmth and light in her life. She received replies from two electric companies and one gas company.

Be specific. Specifics are more persuasive and effective than generalities, and they are believable.

For instance, tell how Sam Seedbolt increased his yields by using certified seed. Your audience may not know Sam, but even if they don't, they have a specific reference that is more impressive than just the general reference to using certified seed.--Colorado State University.

2-20-63

To Get Things Done...

Here are nine steps for getting things done:

1. Organize yourself--Through mental discipline, organize yourself to work effectively and not flit from job to job.

2. Schedule in advance--Have a definite calendar for future jobs. Have a daily schedule.

3. Define each problem--Know what the job involves and what is to be done.

4. Make decisions--Communicate decisions to all employees concerned, particularly those responsible for action.

5. Delegate jobs--Sort jobs into two categories: those you must do yourself and those that someone else can do.

6. Fit the man to the job--Once you have defined what the job involves, give it to the most qualified personnel. Most problems are human, not mechanical.

7. Be able to shift--Develop the ability to switch jobs without confusion.

8. Keep a fact book--This should have names, addresses, and telephone numbers.

9. Plan communications--Should include all of the people you work with. Don't depend on memory or spur-of-the-moment conversations. Be brief.--USDA Employees News Bulletin.

Know Your Editors...

Knowing your local editors personally can help smooth the process of getting farm and home information to people in your county. Visit each editor. Include them in your activities. Treat them all fairly.--Communications Handbook, Press #2.

Jefferson FFBM School...

Jefferson County FA Don Lee has sent us a clipping from the Mt. Vernon Register-News containing a five-column picture of the Farm Family Business Management School at the high school there. The picture shows Area Adviser Don Doerr conducting a typical session for the 11 farmers and wives who were enrolled, plus eight other farmers. Also shown are Don and AFA Tracy Rawlings and the soil conservation specialist and two vo-ag teachers who are assisting as consultants. A complete, well-written news story complements the picture.

Don says that the same picture appeared in the Evansville Sunday paper. Good press cooperation like this can be a big help to Cooperative Extension in southern Illinois.

Study Tape Recorder Use...

Ag Radio Editor John Weidert has completed a study of tape recorder use in nine counties last year. He reports a total of 314.3 hours of use, which includes 294 hours office-produced and 20.3 hours field-produced. These figures average out to 26.2 hours per month and 35 hours of use per county.

Other recorder uses include a total of 71.5 hours for non-broadcast purposes, such as subject-matter reference, training, recognition and office management, and 5.8 hours of other use.

Counties taking part in the study were Greene, Jersey, Kane, Perry, Rock Island, Tazewell, Vermilion, Wabash and Wayne.

2/28/63

It Says Here



"Dimensions of Education..."

This week we sent each farm and home adviser 40 copies of the new cooperative extension brochure, "Dimensions of Education for Action." Each of you will get five more copies in this week's packet of materials. They are for distribution to your county extension councils, advisory committees and other local leaders who you feel would have an interest in the extension educational programs and how they are organized.

This mailing exhausts the first printing of this brochure. We are planning to reprint. If you need more copies for your county, please let us know right away how many so that we can include your needs in our next printing.

4-H on Church Programs...

An idea used by Vermilion HA Nina Bruns for National 4-H Club Week recognition was to furnish posters in the county with the outside cover mimeographed for their church bulletins for Sunday, March 3. She suggested to the ministers that the churches' 4-H members might distribute the programs at the Sunday services to give their day extra meaning.

The front of the cover was headed by congratulations to the 4-H'ers on their special week, March 2-9, and included the 4-H motto and pledge. The back page was devoted to information about 4-H Club work and included the names and addresses of the county farm and home advisers.

This sounds like a good idea to tuck away until the time comes to plan your county activities for National 4-H Club Week next year.

3/7/63

Union Promotes 4-H Clubs...

Union County HA Vera Hub reports that the county home economics 4-H program received special promotion February 22 through Cherry Pie Day.

The idea originated with the Public Service Co. home economist and a local electrical equipment dealer. It was presented to the county 4-H Federation, and the girls voted to take part. The 4-H members made the pies at home, a PSC representative collected them, and the home economist baked them in the store window.

The result was a spotlight on 4-H Club work throughout the county. Two issues of the weekly paper carried advance stories and pictures of the girls, with a follow-up story and pictures after the event. Radio Station WRAJ, Anna, carried spot announcements and interviews with members in advance, on-the-spot pickups during the event, and a follow-up. Vera says it was a good opportunity to talk about 4-H Club work in general, in addition to the baking project.

Another Direct Line...

Cook county extension coordinator Carl Mees says that they have been using a direct-line radio service from their office in Arlington Heights to WMBI, Moody Bible Institute, North LaSalle Street, Chicago, for three years. They furnish everything and pay for the line charges; Carl's office furnishes the programs. They often draw as many as 1,000 requests for publications they offer on programs.

When Carl and his staff remodeled their office a few years ago, they installed acoustical tile on the ceiling and two walls, which greatly improves tape and direct-line program quality.

It Says Here



4-H Specials Pouring In...

This week we have been seeing a veritable flood of special editions and special pages of feature material on your coverage of National 4-H Club Week.

We recognize that it would be a hopeless task to give each one of you the hearty pat on the back you so richly deserve for doing such an effective job of telling your local county 4-H story. Therefore, we extend to each and every one of you who has had a part in producing this year's fine array of special 4-H Club Week information our sincere congratulations for a job well done. You'll find your true reward in the growing interest and enrollment in 4-H Club work on the part of your county's young people, and in the discovery and development of effective local leaders.

A Compliment for Joanne...

Home economics press editor Janice Woodard reports that on her recent visit to Richland county editor Harry Hillis of the Olney Daily Mail complimented Richland HA Joanne Mellican for giving the paper material in good, usable form. He said that, since he works alone on copy, he greatly appreciates getting material that he does not have to re-write. The paper tries to print all that Joanne gives them.

In addition to her weekly releases Joanne prepares an extension newsletter for Homemakers Association members. She also appears on the "Farm and Home Show" with radio farm director Art Sechrest at 11:30 a.m. over Radio Station WVLN, Olney, on occasion. She and Art are talking about getting her started on a regular program basis this spring.

3/13/63

Winnebago Editors Express Views...

Winnebago county press and radio editors were guests of their extension councils on Friday evening, March 8. Agricultural press editor Harold Guither was present and made the premiere presentation of the slide film, "Dimensions of Education for Action," in Winnebago county.

During a discussion about extension news and information, the editors brought out these points that may also apply in your county:

1. Report news promptly. A telephone call to the local radio station is the fastest way to get news on the air.
2. Most stations have a "beeper" recording system so that the adviser may have his message recorded for direct broadcast at a more convenient time.
3. When taking pictures, make sure that you have the subject in focus and that you have arranged a tight, close-up composition. Editors can use polaroid pictures if they are sharp and well composed.
4. Editors will always welcome stories that help the general public understand farming and the agricultural industry.
5. Keep sentences short and simple in radio stories and scripts.

In This Week's Packet...

You can use the smaller 4-H emblems on mimeographed and printed materials. Use the large one for jacket emblem pattern or for displays and signs. Any of the small emblems can be enlarged. Let us know if you need more of these sheets.

Also included are two more units for your Communication Handbook, Photography #9 and #13.

It Says Here ...

Orchids to Ruth...

We are not so sure what "Home Economically Speaking" looked like last year at this time. But we can say for sure that it looks as though every Stephenson County homemaker who reads it today will find it full of interesting and informative ideas for better living.

"Home Economically Speaking," if you don't already know, is Stephenson HA Ruth Waterhouse's personal column that is printed each week in The Stephenson Farmer, with a circulation of 3,897. In her writing, Ruth has developed a different approach that, it seems to us, would have much appeal to her audience. She writes as though she were visiting with her homemakers on the telephone, and that fits in with her heading, which shows a telephone with the receiver cord forming the title.

Ruth has sent us a couple of recent clippings to show how her writing style has changed since last fall's Communications Awards Program. We are certainly grateful for this expression of appreciation and evidence that our efforts sometimes have some effect.

Editor John A. Dupee, Jr., of The Stephenson Farmer also likes Ruth's "new approach." In a recent letter to her he said, "You'll be interested to know that we have gotten several new subscribers in recent weeks who gave as their reason for wanting the paper that they enjoyed your column so much. Nice, eh?"

Awards Program Next Fall...

All of which seems like the right entree to tell you that there will be another Communications Awards Program this coming fall, by request of the information subcommittee of the Illinois State Association of Farm Advisers.

Weeklies Want Local News...

When District I Field Editor Harold Guither and Jo Daviess FA Hugh Ross visited weekly newspapers in that county recently, they learned that:

1. A community weekly newspaper faces a shortage of editorial space in relation to what it has available to print.
2. Weekly newspaper editors are most interested in local news events and names of local people.
3. A news service or personal column from extension staff members will get a varied reception. Items that relate to local events will have far greater chance to be printed than items that come from some other part of the county.
4. To disseminate subject matter--the technical recommendations of vital interest to both farmers and homemakers--many county advisers may want to explore the possibility of direct-mail newsletters to specialized lists. Newspapers may have little interest in such material or space to carry it regularly at times when farmers and homemakers need it most.

Preparation for Listening...

Any successful program of communication requires that the people receiving information shall be prepared to receive it. The best measure of preparation is desire. A group "prepared" to receive information is a group that wants it. Unless it is presented from the receiver's viewpoint, they won't concentrate long enough to learn what the speaker is trying to tell them. The information must also be in their own language. No one can teach anyone unless he wants to learn, and then only when he can understand what is being presented.--Notes and Quotes, No. 284.

3-21-63

It Says Here Extra

(Editor's Note--You will have noticed in the past that we are not shy about selecting choice bits of information from other sources whenever we think the items have some value for you. Such exchange of information is fair play among colleagues, when the source is acknowledged. Following is one of those choice items. We believe that from it you will get a good idea of how sparkling writing can also convey information. It's one of the best examples we've seen in a long time.)

From INSIDE INFORMATION, Vermont Extension Service

Press, March 11

THE READERS WRITE

INSIDE INFORMATION got a letter last week from outside information. In fact, we'll blab even more. The letter was from one of the agents, a talented chap who's headed straight for the White House as soon as he conquers his shyness.

"What kind of nonsense was that last issue?" he stammered. "It was supposed to be on writing a column. But it looked like a promotional piece for soft mattresses. Of course, I can't speak for you folks in the state office, but out here in the county we're tired enough at the end of a 20-hour day to sleep on spikes. Rusty ones."

Naturally, we thanked him for his interest. Then we patted his pointed head and repeated our message. The mattress story, we told him, was only a fable, like fun at the breakfast table. The idea being that if you want to sell a mattress, you should talk about sleep rather than deep springs.

"So fine," he fires back, under the franking privilege, "but leave us skip the philosophy. What shall I put in my column?"

At times like this, we always quote Aunt Martha: "What you leave out of the hash is just as important as what you put in."

Before our man could accuse us of peddling hash, we explained. Go light on items that appeal to a very small number of persons. For example, information for a left-handed dentist is dandy. But only for a southpaw molar-man. So phone him or write him, but don't message him by column.

What else to leave out? Well, the old down-the-white-line meeting notice belongs in any collection of leftouters.

It's the item that gives the time, place and name of the speaker, and ends with a loyalty check: "We owe it to the speaker to have a good turnout because he's coming 'way up here on a pogo stick.'"

Ditto for the bit after the meeting. The speaker did indeed show up. Ten people attended, the secretary read the minutes, and it was "a very worthwhile meeting."

Another reader-beater is the hard sell. "We've still got some farmers in the county who are milking crosshand. Call me if you're interested in unlocking your wrists."

The small interest item, the bulletin board notice, the duty-is-done meeting report, and the "quiet everyone" message. Do they really make a reader glad that he took care of his eyes?

OK, let's dunk the canoe and see if it floats.

It Says Here Extra (Cont.)

Information for a limited group belongs in the mail or on the phone. Ditto for things best unsaid in public.

Meeting notices and reports go in the news section, not the column. Does that mean to ignore meetings in the column? Not at all. We explain to the reader how he'll benefit by attending. Later we'll tell him how the audience profited by being there. When we pass along extension know-how, we'll show the gain in health, wealth, popularity and satisfaction.

While we're doing it, of course, we'll be telling our story in terms of people. Local People. In their own words.

A word of warning:

When you write your column this way, the publisher probably will ask you to do TWO columns a week. If he starts forcing money on you, dial outside and ask for INSIDE INFORMATION.

* * * * *

Your Column Is:

1. A chunk of opinion.
2. A quick chat in a friendly place.
3. You at your natural best.

So, Be Sure You:

1. Talk reader benefits,
2. In local terms,
3. Using local illustrations.

Beware of:

1. Preaching and screeching,
2. Secretary's minutes,
3. And dullness.

3/21/63

It Says Here



Landscaping Series On WTVO...

Since WREX, Rockford, has been unable to schedule the "Landscaping Your Home" television series, we have now arranged with WTVO, Rockford, channel 39, to broadcast the series starting on Sunday, April 7, at 9:30 a.m. This means some extra promotional effort on the part of advisers in the eight-county area around Rockford to let the people know about this new schedule of showings. We will send another packet of promotional materials to advisers in that area. These counties include Boone, Carroll, DeKalb, Lee, Ogle, JoDavies, Stephenson, and Winnebago. If there is anyone else in the WTVO viewing area we have missed, please let us know and we will send materials to you also.

Reinforce Adopters...

Studies on "where farmers got information" often say this: Mass media are the most important information source at the awareness stage of adoption. Something can be misleading here. We mean the role of the magazine article, the radio broadcast, the newspaper column, or the bulletin in giving a person psychological support for something he's already done--not just making him aware of the idea.

One piece of research on this principle involved automobile ads. People who had just bought new Buicks were more likely to read Buick ads than were persons with older cars--regardless of make.

3/27/63

Seek Supporting Information...

One explanation goes something like this:

In buying the Buick, a person commits himself to one among several choices. If he isn't entirely sure he made the right choice, he experiences some psychological discomfort. To reduce such discomfort, he seeks information that supports the action he took. So he looks for and reads advertisements on the make of automobile he just bought:

Quite likely the same thing happens with farm people. Magazine editors know that a story on a new practice gets high readership among persons who have already adopted it. While the theory needs testing, it's conceivable that an article favorable to a given practice may "inoculate" an adopter against giving it up.

Taking this reasoning a step further, it may be that such reading for psychological support is directly related to how tough the decision was to make. The same ad study noted above found this: The more different brands of cars a person considered before buying, the more likely he was after the purchase to stick to reading ads about the make of car he bought.

We know that people seek new knowledge. And they may seek "how-to-do-it" advice on some practice they've already adopted. But a third, and sometimes overlooked, source of information-seeking behavior may be motivated by the desire to convince the seeker that his adoption decision was a good one. -- University of Minnesota, "Reaching Rural People" newsletter.

It Says Here



Ellery On TV...

Starting on Monday, April 8, Ellery Knake, extension weeds specialist, will be making some guest appearances on TV with this year's pre-emergence herbicide recommendations. You should know about his schedule so that you can alert your county farmers to watch when it is possible. You'll also want to catch the programs yourself, because he may give you additional facts that will help you answer questions later. You may already have seen his four presentations on WCIA and WMBD, Champaign and Peoria, last week.

Here's his schedule on farm programs on these stations: April 8, WTVH-TV, Peoria, live show and three others taped; April 9, KMOX-TV, St. Louis, two taped programs; April 10, WTHI-TV, Terre Haute, live show and one film; April 11, WTVP-TV, Decatur, one live show and three taped programs; April 12, WBBM-TV and WGN-TV, Chicago, live programs on both stations.

Extra Flower Show Leaflets...

Last week we sent the 14 northeastern Illinois counties that helped to support the recent World Flower Show in Chicago the specially prepared leaflets that were left over. We thought you could probably make use of them in your counties to help tell the Extension Story.

We suggest that you exercise your imaginations to find ways to get them to people whom you do not ordinarily reach with extension information. One way, for example, would be to see your local supermarket manager and get him to drop a leaflet into the shopping bag of every person who shops in his store until his supply is gone.

Advisers On WTVP-TV...

Starting on Friday, May 3, farm director Al Pigg will be including a county farm adviser as a guest on his noon television program over WTVP-TV, Decatur, Channel 17 and 70. Macon County FA Warren Meyer or an adviser from one of the surrounding counties will be on every other Friday after that for a 6-8 minute spot.

The group of interested advisers plans to meet during May conference in Urbana for a television workshop to plan programs and work on other program details. Area adviser Frank Graham will coordinate scheduling among the advisers.

Agricultural TV editor John Woods reports that "spot news" items--beeper reports, news releases or photographs--that the advisers could supply for Al's program were discussed with Al Pigg. If the adviser could get a picture to Al before the phone call, he could use the photo on the screen at the same time as the beeper report. John recommends that all advisers add their local radio or TV farm director to their news release mailing list if he isn't already there.

Word Corner...

Why are we so afraid to use the simple prepositions about and on?

Next time you're tempted to write with respect to, with regard to, respecting, relating to, or in reference to, try about or on instead.

Bergen Evans, noted professor of English at Northwestern, says that if all the memoranda beginning with these phrases were laid end to end, "they would reach to a wastebasket on the moon."--Reaching Rural People newsletter, Minnesota.

4/4/63

It Says Here



Program Planning Survey...

Clay County HA Lucy Burgess and her county home economics extension council have been eager through the years to plan their program of work around the needs and problems of the county people. That's reasonable enough. But the question they then asked themselves was: "How do you find out what the county's problems and needs are?"

Prior to 1962, they had sent surveys to homemakers and business and professional people. But Lucy and the council believed that they still were not getting at the real needs and problems and that their surveys were only outlining personal prejudices and desires. The result was that, in planning the 1962 program, they put together a different kind of survey form for county homemakers, with the help of Miss Jeannette Dean, who was backstopping the District 4 home economics extension program planning activity while Cleo Hall was on study leave.

Survey in Depth...

Instead of simply asking the Clay County homemakers what kind of program they needed and wanted, the questionnaire asked 10 leading questions, such as: What kind of future do you want for your children? Does your family have a plan for future financial security? Do you really know how your child is getting along in school.

We can't list all of the questions here but, as you can see, they tried to get at the heart of the problems that were bothering the homemakers. Lucy and her council members knew that, to be more specific about Clay County's actual needs and problems, they needed much more background information than they had previously been getting with their surveys.

Personal Contacts...

To avoid misinterpretation of the questions, council members took the survey forms personally to 22 units and explained them to the cooperating homemakers. In all, 322 surveys were completed.

Among data collected by the council members in addition to the surveys, the factor of school dropout was of high importance to the Clay County program planning group. With the help of the county superintendent of schools, the council followed one class through four years in each of the county's three high schools. Average annual dropout rate was calculated at 5.65 percent compared with the national average of 10 to 12 1/2 percent. As Lucy reports, it startled the council to learn from the draft board that, of every 100 draft-age boys in Clay County today, 10 cannot pass a written examination for entrance into the armed forces. The council decided that there was a definite correlation between this factor and school dropout.

Plan Program From This...

The council studied the survey results and the other data, and from this material they planned the county program of work. Where they could not find prepared material for selected lessons, they asked for help from the state specialists.

The council was very happy with the results of the 1962 program of work, which had been soundly based on the survey method. They didn't solve all the problems, but they felt that they came closer than they had before to meeting the challenges for county education that they had uncovered. For their 1963 program, Lucy and the council surveyed 79 business, professional and civic organizations, and they expect this year's program to be very profitable also.

4-10-63

It Says Here

...

"Your University..."

"Your University in Carroll County" is the title of an attractive, printed four-page annual report that recently arrived on our desk from Carroll County HA Dorothy Footitt, FA Byron Hutchins and AFA Earl Gilliland. It contains a summary report of both home economics and agricultural extension work in the county in 1962.

One advantage of the report's printed format is that the advisers were able to print nine pictures of different activities during the year. These pictures not only helped to tell the county extension educational story, but they also livened up the columns of the paper and made for easier and more interesting reading.

Highlights Of 1962...

An interesting feature of the Carroll County publication is the summary of high lights of 1962 by months. No one could read through the impressive list of accomplishments without realizing that the Carroll County extension program was full and busy throughout the year. Another feature was the story of the accomplishments of the 1962 4-H Federation written by its secretary.

Many names of local county people were used in the report, including lists of the home economics and agricultural extension councils. As Dorothy, Byron and Earl point out in their accompanying letter, the purpose of the report is to call attention to the many people who work together to make the adult and 4-H extension programs possible. It is their way of thanking all those who contributed toward their goal of helping people help themselves. Looks to us like very effective thanks.

Third Annual DeKalb Survey...

We have also received a copy of the third annual communications survey conducted by the DeKalb County Farm and Home Extension Service, supervised by FA Al Golden. It consists of 14 pages of summary report plus six pages of comments by the respondents.

Five hundred (500) survey forms were mailed in mid-January to a random list of DeKalb County farmers. Most of them are actively engaged in farming, but others are supervising farms or are in activities closely allied to agriculture.

The purpose of the survey was to find out which communication media the DeKalb County families favor, including radio, television, newspapers and farm publications. The survey asked the farmers which radio stations they preferred for markets, weather, news, homemakers and musical programs; early morning radio tune-in; types of information preferred by farmers and homemakers; and listenership and readership of farm and homemaker features now in printed media or on radio.

High Readership, Listenership...

Of the 246 survey forms returned (49.2%), 93.6% said they read Al's personal column regularly or occasionally; and 83.4% said they read HA Deloris Gregory's "News 'n' Views" column regularly or occasionally.

In addition, 81.0% said they listened to Al's 7-minute noon radio chats at 12:40 Wednesday and Friday; 65.5% said they listened regularly or occasionally to the 15-minute 4-H show at 8:30 a.m. Saturdays on WLBK; and 71.2% said they listened regularly or occasionally to the 15-minute "Home Economics Extension News" at 8:45 a.m. Saturdays. 4-17-63

It Says Here



P. S. To "Ellery On TV"...

Early in April we gave you Ellery Knake's schedule for a series of television appearances on pre-emergence herbicides. We think you'll be interested in these facts and figures prepared by TV production editor John Woods:

Ellery appeared on 18 programs over eight television stations. He was on the air a total of 124 minutes. All but 18 counties of the state were included in the primary coverage of one or more stations. The commercial value of the air time totaled \$2,723.

Total out-of-pocket costs for producing this series, not including salaries, was \$106.30. Ellery spent 52 hours preparing and presenting the programs on the eight stations. Members of the editorial staff spent 28 hours helping to plan and prepare visuals.

This means that by spending a total of 80 man-hours of time and \$106.30 for production and transportation, the Extension Service covered nearly the whole state with timely information on an important agricultural topic.

How Successful?...

While we do not have an accurate method of measuring the effectiveness of these television appearances, you will be interested in some of Ellery's comments:

"This was an interesting and enjoyable experience. Of the 18 programs, 14 were scheduled during the week of April 8, and this allowed for efficient scheduling and use of time.

Program directors and other studio personnel were extremely friendly and

4/25/63

helpful. I think they appreciate knowing that the University is interested in their programs and in helping them.

"I do not feel that TV should necessarily replace some other phases of our program, but I certainly think we are remiss if we do not include it in our overall program. We have an elaborate system for scheduling county winter meetings, and we might well consider planning ahead to include TV on our calendar."

Only Part Of The Picture...

Ellery's appearance on TV was only a part of the coordinated communications effort. His TV appearances were coordinated with a series of radio productions and newspaper and magazine releases. We are preparing a case study of this effort and will make it available to you when it is completed.

A Basis For Critiquing...

District V advisers of the Illinois State Association of Farm Advisers asked us to meet with them recently to critique some of their news stories and personal columns. You may be interested in the items we included in our "basis for critiquing" personal columns:

1. Heading catches the eye and identifies adviser as staff member of U. of I.
2. Contains timely information bits and pieces that don't qualify as separate news stories.
3. Contains local names
4. Subject material is "localized" by reference to local conditions, situations and happenings.
5. Writing is fresh and sparkling--short sentences, active verbs, use of questions.
6. Personal references are handled discreetly and are in good taste.

It Says Here ...

An Ounce of Prevention...

Most advisers and staff members have been well pleased with the new visual equipment purchased and sent to them recently. However, as with anything new, a few problems have come up.

For instance, one adviser complained that glass-mounted slides won't fit in the "blankety-blank" projector. His problem may be that he didn't look on page 8 of the instruction manual where it says "The tray accepts 35mm (2 1/4 x 3 5/8), 828 (28 x 40mm), and 1 5/8 x 1 5/8-inch slides in cardboard, glass, metal, or plastic mounts of 1/10-inch thickness or less. Slides mounted with loose or sticky tape or mounts that have sharp glass corners are not recommended for use in the slide tray."

Some of the glass mounts that the Technical Services division recommends for use in the Carousel projector are SVE slide binders, Kodak slide cover glass, or Leica thin mounting glass with masks and tape. You can find this equipment at your local camera supply store.

Remember, when in doubt, look through your instruction manual first, because the answer to your problem may be clearly stated there.

Use Negative Slides...

You can present many extension messages effectively by using low-cost negative slides. For example, you could prepare a complete slide presentation by using line drawings from a publication with appropriate typewritten titles. Such copy is readily available and easy to use. For other ideas on low-cost slide production, see the Photography #5 unit of your Communications Handbook, "Effective Low-Cost Negative Slides."

5/9/63

Short TV Spots...

Farm TV Editor John Woods has some suggestions for farm advisers who are getting ready for 4- to 8-minute appearances on television programs.

First thing is to get into the proper "frame of reference," says John. While you are on the air you are using television as a channel to convey ideas to another person. One of TV's big advantages is that it is such a personal medium. It lets you talk to one person at a time, in a mass audience, in his own living room.

Find out who you are talking to--what it is that he or she wants and needs to know. Know your subject matter and fit it to your audience. Fit your presentation to television requirements: 3 x 4 horizontal screen proportions; visuals that are simple and to the point. Understand your own abilities and talents--be honest with your audience. Talk and act as though you were in someone's living room. Don't use gimmicks, skits, or cute tricks unless you can do them in a professional manner.

Smile--You're On Camera...

After the camera puts you on the air, it's too late to change, improve, or wish you weren't there.

The TV camera has a critical eye. It tells how much thought and preparation you put into your program. So--STOP, LOOK, AND LISTEN!

Stop right here if you won't take time to prepare a good TV program. Look at your program with a critical eye. Listen to suggestions that will help you turn out a top-notch TV program.--Inside Information, University of Vermont Extension Service.

It Says Here



Use TV "Routine Sheets"...

Agricultural television editor John Woods says he has found that one of the advisers' biggest problems when they appear on a TV show is to coordinate the material they have prepared with the program host, director and camera crew. For example, the program director must know before the show starts when you want to have a slide come up on the screen or move to a visual.

Easiest way to make sure that you will get this needed coordination, says John, is to make up a "routine sheet" for each show. You will find one attached to this sheet so that you can see what we are talking about. You'll need at least three copies of your routine sheet for each show. Give one to the program host (it will supply him with the questions you want him to ask you); a copy for the program director (list the visuals you want to use and something of what you are going to say when the visual is on); keep one copy for yourself as your own cue sheet.

As you will notice, the routine sheet should have on it the key message in one sentence, the visuals you intend to use, and questions for the program host to ask you. You can reproduce your own supply of routine sheets. Or we can let you have some of ours.

Use Names on Radio...

People like to hear their names read over the air as well as to see them in print. Interviewing local people on a radio program is a good way to get information out and personalize your program at the same time. Work in local names as often as you can without becoming a conspicuous name-dropper--Communications Handbook, Radio #6.

5/14/63

Order Clip-Art Books Now...

Also attached to this issue is an order blank for the Clip-Art book that you were shown during Spring Conference last week. We will supply them to you without cost, BUT you must order your copy. Fill out the attached blank and return it to us by Friday, May 24, Please. Our supply is running low, and we may have to wait several months for a reorder of books, if that is necessary.

Wack Helps UI Band...

The Cooperative Extension Service in Stephenson County, in the person of FA Bob Wack, had a hand in taking care of the 112-piece University of Illinois Concert Band during its recent appearance in Freeport. A story with picture in the Freeport Journal-Standard lists the U. of I. Extension Service as one of the three sponsoring organizations for the band's concerts. Bob was on the publicity committee and listed his office as one of the places where concert tickets could be bought.

Hewitt in the News Also...

Clipsheets from the Paris Daily Beacon-News show Edgar FA Dale Hewitt busy with the county cleanup crews after the late April tornado activity that blew down several farm buildings and caused other heavy damage in the county.

The newspaper commended Dale for his special effort in organizing cleanup crews.

Dale reports that the civil defense communications units were a big help to the volunteers. He has received thank-you notes from some of the farm families and reports that his work with rural Edgar County families was a rewarding experience.

CLIP-ART BOOK ORDER

To: Harold Guither
330 Mumford Hall
Urbana, Illinois

Date _____

Please send me one copy of the Clip-Art book printed by the American Association of Agricultural College Editors. Thank you.

Name _____
County _____
Address _____
City _____

Story to tell.

New York Radio, TV Summary...

A recent summary of the use of radio and television by agents and college staff members in New York reads:

"Extension's use of radio and television seldom remains static. This is a sign of progress and indicates the flexible nature of these media and the ability of agents and specialists to adapt to the demands of modern communications devices.

"But these are merely changes in broadcast regularity, program times, show lengths and the like, usually brought about by the constant shifting of station personnel and policies. Such changes do not normally diminish extension effectiveness in communicating with its various publics." --Editor's Letter, FES.

can watch the shows whenever possible and tie them in with your local extension program. Let the people in your county know about the shows too, through announcements on your local TV and radio shows, items in your columns and personal mention whenever possible.

In This Packet...

Attached to this issue is an order form for Slide Set D-17, "Poison-Proof Your Home." Please return this form, properly filled out, by June 1 if you want the set. As Jack Everly indicates, the anticipated shipping date is June 7.

Also attached is the Film Report page on the same slide set. It shows sample slides in cartoon form and gives information about the set. Note the suggestion for filing under Home Economics and Safety.

5-23-63

MEMORANDUM

DATE: 10/15/2023
PAGE: 1

TO: Mr. [Name]
FROM: Mr. [Name]
SUBJECT: [Subject]

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It Says Here



News By Orcutt...

A recent Saturday issue of the Galesburg Register-Mail contained nearly half a page of pictures and a story by Knox County AFA Charles Orcutt, "Pre-Emergence Herbicides Pay." Charley's interesting and readable article was given top billing on page 8 with a by-line and five pictures arranged in a series that clearly showed how to calibrate the machine for correct application of herbicides and insecticides.

This demonstrates the kind of cooperation you can get from your local newspaper. But you must develop sound relationships with the editor. In some cases it may take special effort to convince him of the importance of farm and home information. But we do have an important story to tell.

New York Radio, TV Summary...

A recent summary of the use of radio and television by agents and college staff members in New York reads:

"Extension's use of radio and television seldom remains static. This is a sign of progress and indicates the flexible nature of these media and the ability of agents and specialists to adapt to the demands of modern communications devices.

"But these are merely changes in broadcast regularity, program times, show lengths and the like, usually brought about by the constant shifting of station personnel and policies. Such changes do not normally diminish extension effectiveness in communicating with its various publics." --Editor's Letter, FES.

Shurtleff On TV...

Mal Shurtleff, extension plant pathologist, will visit several TV stations around the state the week of May 27. We thought you'd like to know his schedule, topics and the publications that he is planning to offer on the air. You may want to check your office supply of these publications if he is making an appearance in your area. If you need extra copies of the leaflets, you can get them from the Department of Horticulture, 125 Mumford Hall.

Attached is the complete listing of Mal's appearances this week. He will probably be making other guest appearances on television stations during the summer and fall with timely topics. We will give you advance notice so that you can watch the shows whenever possible and tie them in with your local extension program. Let the people in your county know about the shows too, through announcements on your local TV and radio shows, items in your columns and personal mention whenever possible.

In This Packet...

Attached to this issue is an order form for Slide Set D-17, "Poison-Proof Your Home." Please return this form, properly filled out, by June 1 if you want the set. As Jack Everly indicates, the anticipated shipping date is June 7.

Also attached is the Film Report page on the same slide set. It shows sample slides in cartoon form and gives information about the set. Note the suggestion for filing under Home Economics and Safety.

5-23-63

Mal Shurtleff's TV Schedule for the Week of May 27, 1963

May 27--Mal will do one program "live" and video-tape three more on Dick Herm's WTVH-TV (Channel 19) 12:30 p.m. program in Peoria. We do not know when the video tapes will be aired. The four programs are:

1. Corn diseases, northern leaf blight, stalk rots and smut. Identification, economic losses and how to control these diseases will be discussed. Leaflets offered: No. 200, "Corn Stalk Rots"; No. 201, "Stewart's Leaf Blight of Corn"; No. 202, "Northern and Southern Leaf Blights of Corn"; No. 203, "Common Corn Smut."

2. Cereal rusts. Gives economic importance of rust, prospects for losses and what farmers can do. Leaflets offered: No. 108, "Stem Rust of Small Grains and Grasses"; No. 109, "Crown Rust of Oats"; No. 110, "Leaf Rust of Wheat."

3. Lawn diseases. Tells how to identify common lawn diseases that are prevalent now and what to do to control them. Leaflet offered: No. 12, "Lawn Diseases in the Midwest."

4. Treating small grain seed. Points out the importance of planting disease-free seed, certified if possible. Leaflet offered: No. 1001, "Fungicide Seed Treatment for Small Grains."

May 29--One "live" appearance on Lloyd Ummel's 12:15 p.m. program on WCIA-TV (Channel 3), Champaign, and WMBD-TV (Channel 31), Peoria. The subject is the control of farm crop diseases. Mal will discuss a number of practices that are necessary to control diseases. No leaflets offered.

May 30--One "live" program on Jim Ray's 12:15 p.m. program, WTHI-TV (Channel 10), Terre Haute.

The program is on "Lawn Diseases." The message and leaflet will be the same as for WTVH-TV.

May 31--One "live" appearance on George Menard's 5:45 a.m. program, WBBM-TV (Channel 2), Chicago.

The program is on "Home Vegetable Garden Diseases." The purpose is to point out a number of common vegetable diseases and give suggested control measures. Leaflets offered: RPD No. 903, 904, 905, 906, 907, 908, 926 and 929.

May 31--One "live" appearance on Orion Samuelson's 7:30 a.m. program, WGN-TV (Channel 9), Chicago.

The program is on "Lawn Diseases." The message and leaflets are the same as for WTVH-TV.

THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. It begins with the first settlers and continues through the years of exploration, settlement, and the struggle for independence.

The early years of the United States were marked by the struggle for independence from Great Britain. The American Revolution was a turning point in the nation's history, leading to the establishment of a new government.

The years following the Revolution were a time of growth and expansion. The United States continued to expand its territory, and the economy began to develop.

The mid-19th century was a time of great change and conflict. The Civil War was a major event in the nation's history, leading to the abolition of slavery and the preservation of the Union.

The late 19th century was a time of rapid growth and development. The United States became a major power in the world, and the economy continued to expand.

The early 20th century was a time of great change and conflict. The First World War was a major event in the nation's history, leading to the United States becoming a world power.

The mid-20th century was a time of great change and conflict. The Second World War was a major event in the nation's history, leading to the United States becoming a world power.

The late 20th century was a time of great change and conflict. The Vietnam War was a major event in the nation's history, leading to the United States becoming a world power.

The early 21st century was a time of great change and conflict. The September 11 attacks were a major event in the nation's history, leading to the United States becoming a world power.

The mid-21st century was a time of great change and conflict. The COVID-19 pandemic was a major event in the nation's history, leading to the United States becoming a world power.

The late 21st century was a time of great change and conflict. The Russian invasion of Ukraine was a major event in the nation's history, leading to the United States becoming a world power.

The early 22nd century was a time of great change and conflict. The AI revolution was a major event in the nation's history, leading to the United States becoming a world power.

It Says Here



We Goofed...

You may have noticed in last week's issue of "It Says Here..." that we listed Mal Shurtleff's mailing address incorrectly. To set the record straight, we would like to say again that if you need extra copies of the leaflets that Mal is offering on the air in his special TV appearances, you can get them from the Department of Plant Pathology, 218 Mumford Hall, Urbana. We hope that you have been able to watch his shows and tie them in with your local programs.

f/Stops And Lenses...

Instead of buttonholes and thread, it was f/stops and portralenses for 19 District II home advisers and assistants in their meeting last week at Macomb. One goal of the conference was to study photography under the guidance of Photo Editor Jack Everly and see how it could be used as another educational tool in their county programs.

The group was much interested in production of slides for use in their lesson plans. Jack showed them how to take effective closeup pictures with the portra lens. With this lens, you can take clear pictures of actual objects or copy color photos from the pages of a magazine or an extension circular.

With the new, fast 48-hour processing of Kodachrome available to most communities, home advisers can shoot pictures for a lesson and have the slides back for the presentation three days later.

The advisers spent the final hour of the four-hour session shooting pictures with a Polaroid Land camera for practice in adjusting a camera to take flash pictures. Jack's basic recommendation for color slide production was Kodachrome II film with M3B flashbulbs.

5/29/63

Mail Clip-Art Books...

As we've said before, the job of communication is not always easy.

For instance: When we presented the information on the Clip-Art Book at Spring Conference, we pointed out that funds were available to purchase only one for each county. We also explained that the book was designed so that the various sections could be taken apart and distributed among county personnel who would make the most use of the particular illustrations.

Even so, we have received multiple orders from nearly half of the counties.

Unfortunately, it is not possible to supply more than one copy to a county. For this reason, and to avoid further confusion, we are distributing single copies of the Clip-Art Book to the home adviser in each county with instructions that this copy should be shared by all county personnel.

We will keep a few extra copies on hand. If any county can demonstrate that it is impossible for the county people to share a single copy, we will consider making an extra one available.

Some Rules For Good Writing...

Among 10 commandments compiled by Dr. E. E. Folk, journalism teacher at Wake Forest College, are these:

"Thou shalt write readably in clear and appropriately vigorous style. Thou shalt remember that clarity stems first of all from clear thinking, and that no formula, whether it be of sentences of 17 words, or of simple words in simple sentences, or of clever phraseology, can rescue muddy thinking. At the same time thou shalt be a constant student of the wonder of language and the magic that may be wrought with it.--Minnesota Information Newsletter.

It Says Here



KMOX Schedules First Rerun...

KMOX-TV, St. Louis, will start its rerun of the "Landscaping Your Home" series on Saturday, June 8, at 7:00 a.m. The shows will be on at the same time for 13 weeks.

Farm and home advisers in the St. Louis area will probably want to mention the series in their columns and over their radio programs.

Remember, too, that copies of the "Landscaping Your Home" book are still available through the Agricultural Publications Office, 112 Mumford Hall, Urbana.

One set of the half-hour LYH films will be located in the University's Audio-Visual library after September 1, when all of the summer TV reruns have been completed. Some of you may want to schedule use of these films for your fall meetings. Write directly to Bill Nelson for additional program helps if you are planning such meetings.

Garden Column Helps...

We would like to remind you again of the several items you get each week on horticultural topics: "The Illinois Vegetable Farmers' Letter," "Illinois Spray Service Report" and "Insect Survey Bulletin," plus the "1963 Spring Lawn and Garden Packet." We believe that you can find plenty of material in these informational letters and packets for short items each week on home lawn and garden problems. With timely and local subjects for shorts in your radio programs and personal columns, you'll have interested readers and listeners in the summertime.

McAllister Uses Them...

One farm adviser who has been using this horticultural material effectively in his column is White County's Bill McAllister. He has been choosing items that he believes are timely and interesting to his county audiences and reworking them into short column items. He can use the same material again on his radio shows if the timing is right.

Another Shurtleff Schedule...

Extension plant pathologist Mal Shurtleff has set up a regular appearance on the Dick Herm show, WTVH-TV, Peoria, (Channel 19) every Monday at 12:30 p.m. He is doing a live show on June 24 and then will videotape three more programs at the same time.

Topics for the Herm Show include "Handling Pesticides Safely," "Home Vegetable Garden Diseases," "Foliage Diseases of Forages" and "Hand Sprayers and Dusters."

Mal has scheduled two other appearances for the pesticides show. The first is on June 12, on Orion Samuelson's show, WGN-TV, Channel 9, Chicago, 7:30 a.m. The other is on June 13, on George Menard's show, WBBM-TV, Channel 2, Chicago, 6:00 a.m.

In the next two or three weeks, Mal will also appear on Paul Bernard's show, KMOX-TV, St. Louis, and Jim Ray's show, WTHI-TV, Terre Haute. We will have more information on those appearances next week.

As we pointed out before, you may not only want to watch for Mal's appearances yourself when he is within your viewing range; you may want to let your viewers know about the shows too. You may be getting some requests for the leaflets he mentions on his shows.

6/5/63

It Says Here ...

Patsy Writes A Series...

As we've pointed out before, one of the advantages of a personal column is its flexibility for various styles and uses. For example, Mrs. Patsy Luedke, Coles HA, recently centered her column for three successive issues around the subject of weight control and diet. We'd hazard a guess that these columns with their unique approach and interest-getting subject of weight control attracted a lot of special attention among Patsy's Coles County readers.

Patsy calls her column "Hi-Lites for Homemakers." She sends it each week to two daily and one weekly newspaper in her area with a total circulation of more than 15,000. The weight control and diet subjects came from lessons just finished in her extension association, while material on a diabetes diet came from our News For Women releases.

Radio Must "Move Fast"...

Many of the tips we've given you before on good interviews also apply to radio spots--but you'll have to "move faster" because of the time limitations.

First, decide on one timely idea. This one idea you want to leave with the listener may be a part of a larger idea. Sell the basic idea and move the listener to find out more. Tell your listener what you want him to do, and then end with a clincher or reminder.

Get into a spot fast, and don't be afraid to repeat the basic idea more than once. Think of the lead sentence as a headline that must catch the attention of even a casual listener.

6-12-63

Grow A Garden Of Prose...

CHOOSE a short, simple variety of everyday words.

SPRINKLE with a mixture of vivid, vigorous words to make the interest grow.

PLANT in short, direct sentences in uncrowded paragraphs.

WEED OUT:

Tongue twisters
Wasted words
Comma clutter
Gobbledygook
Solid statistics

CULTIVATE a simple, straightforward, relaxed style.

REAP satisfied readers and a reputation as a "readable writer."--California Communications Newsletter.

Check Points For Tape Recorders...

Are the heads in proper alignment?
Are they clean?
Is the speed right?

Tone control--if it functions during recording, turn it to the full treble position.

Turn off the monitor speaker when recording.

Let the recorder warm up before using, especially if it has been outside in winter.

Are you using a good microphone? Is it positioned right? Use a neck mike whenever possible.

Tape should be clean; use a demagnetizer if possible. Check tapes periodically for tears, bad splices, cracks, brittleness or other defects.--County Agent and Vo-Ag Teacher.

It Says Here



HA's Learn About Pictures...

Photo Editor Jack Everly reports an enthusiastic workshop session with District IV home advisers and their assistants last week in Vandalia. The advisers were eager to learn more about Jack's tips on how to produce their own colored slides and the possibilities in black and white photos.

Advisers wanted more details on how to take closeup pictures with the portrait lens for 35 mm. color slides. With a little practice, they found it easy to put on the close-up attachments.

Jack explained how they could shoot close-up pictures on their desks if they had strong, indirect light from a window. Participants in the May Conference photo workshop used this technique in shooting good color pictures on Kodachrome II film at f/4 and 1/60 exposure when the desk was near a south window. Part of the trick is to use a neutral gray card, like the back of an ordinary writing tablet, to get the exposure reading. Jack says that you can stay with this reading for a complete set of shots instead of having to take a new reading for each close-up.

Attending the Vandalia workshop were Mary Knecht, Madison; Marie Brite, Marion; Fawn Smith, Fayette; Marion Simon, Effingham; Genevieve Farrell, Cumberland; Carolyn Swope, Jasper; Marjorie Heuerman and Catherine Ray, St. Clair; Elizabeth Hoffman, Monroe; Barbara Gray, Clinton; and Shirley Jones and Alice Greenwood, Montgomery.

6/20/63

Watch Release Dates...

A tear sheet from one of Illinois' prominent daily newspapers reminds us that farm advisers are subject to release date rules for news stories, just the same as news media are. In this case a farm adviser released an item in his column about half a day ahead of the release time clearly stated on the story.

We realize that it is sometimes easy to overlook the release date when an item is "hot" for your area or you may simply fail to see it. However, we remind you that members of our own "family" should observe these release times and dates. They are put on the stories, of course, to give everyone a fair chance to break the story at the same time. It will take the cooperation of all of us to keep the method workable.

Notes To Paste On Your Mirror...

You learn to write by thinking--especially by thinking about your reader.

Ask yourself, "Will my readers be comfortable with what I am writing?"

Remember, no one is obligated to read what you write. You have plenty of tough competition for time and attention.

Give your copy the "dumbbell" test. See if someone new to your subject can understand what you have said.

Kathleen Norris, popular novelist, said: "Always write something you wish you were reading."--California Newsletter.

It Says Here



1963 Communications Awards...

We are pleased to announce plans for the 1963 Cooperative Extension Communications Awards Program for farm and home advisers and their assistants. This awards program was requested by the Information Advisory Committee of the Illinois State Association of Farm Advisers as part of the annual Fall Conference program.

Last year's awards program was most successful for those who took part in it, but of questionable value for those who did not. As we explained last year, we have tried to take out all elements of "contest" from the awards. Each of you who enter one or more of the 13 classes will be competing only against a set of standards that we have set up for measurement of your efforts. You will not be competing against each other.

Competent Judges...

In order to fairly and adequately judge your entry, we will have a panel of competent specialists outside the Extension Editorial Office help us judge the entries.

The educational aspects of the program come with the critique of entries by the judges. Every class has its own set of evaluation sheets, and each entry will have judges' comments and suggestions for improvement attached. We plan to have the entries on exhibit during Fall Conference so that all of you can get new ideas and some help from them.

6/26/63

DEADLINE--SEPTEMBER 6...

We have set the date of Friday, September 6, as the deadline for entries in the awards program. Attached is a set of entry blanks for your use. Fill one out for each entry and attach it securely. Then mail it to us at 330 Mumford Hall, Urbana, before the deadline date. We will have all entries judged and ready for exhibit at Fall Conference in October.

The Awards...

There will be achievement and honorable mention awards in each class, the same as last year. Each adviser is allowed only one entry in each class. But you may enter all the classes, or as many as you wish. Each achievement winner will be given a certificate of accomplishment. Last year 13 of the 32 different advisers who submitted entries won achievement awards. There were 87 entries in the 12 classes.

It's For YOUR Benefit...

As we have said before, the most benefit each of you will get from this program is through your entries. It will be your enthusiastic response that will insure its success.

You should have plenty of time to get your entries organized and sent in before September 6. We ask for your cooperation in meeting the deadline, because the judges can do a more thorough job if they have time. We know that many of you are doing excellent information work in your counties. We want to help you make all your efforts better.

THE HISTORY OF THE

THE HISTORY OF THE

The first part of the history of the world is the history of the human race. It is a history of the progress of the human mind, of the growth of the human soul, of the development of the human spirit. It is a history of the human race, of the human mind, of the human soul, of the human spirit.

The second part of the history of the world is the history of the human race. It is a history of the progress of the human mind, of the growth of the human soul, of the development of the human spirit. It is a history of the human race, of the human mind, of the human soul, of the human spirit.

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The eighth part of the history of the world is the history of the human race. It is a history of the progress of the human mind, of the growth of the human soul, of the development of the human spirit. It is a history of the human race, of the human mind, of the human soul, of the human spirit.

It Says Here ...



Another Landscaping Rerun...

The "Landscaping Your Home" TV series starts its rerun over WCIA-TV, Channel 3, Champaign, Sunday, July 7, at noon, and will continue for 13 weeks. The series will be broadcast at the same time over WMBD-TV, Channel 31, Peoria, and over WMBD-TV, Channel 71, LaSalle-Peru.

We still have some extra fill-in stories, viewing group guides, posters, promotion leaflets and other materials that we can give you for your local promotion needs on a first-come, first-served basis. Let us know what you need.

More of Mal Shurtleff's Schedule...

Mal Shurtleff, extension plant pathologist, is scheduled to appear on WGN-TV, Channel 9, Chicago, on Monday, July 8, at 7:30 a.m. He will discuss garden diseases. He plans to mention the following publications on the program: RPD 903, 904, 905, 906, 907, 908, 926 and 929. You may want to get extra copies of those publications from the Plant Pathology office in anticipation of some requests from viewers.

Mal is also scheduled to be in St. Louis on July 22 to videotape two programs at KMOX-TV, Channel 4, to be shown on Paul Bernard's show later that week. He plans to discuss these topics: (1) handling pesticides safely and (2) hand sprayers and dusters. Since he will mention USDA Home and Garden Bulletin #63, "Hand Sprayers and Dusters," you might want to have an extra supply on hand.

If these shows are in your viewing area, now's the time to see them yourself.

7-3-63

Creativity Is Not Enough...

Theodore Levitt in Harvard Business Review says that creativity is not the miraculous road to business growth that is so abundantly claimed these days. He defends organizational policies, rules and procedures against those who blame corporate conformity for stifling creativity. He contends that the conversion of creative thinking into innovation is the real need.

The reason the executive so often rejects new ideas, Levitt says, is that he is a busy man whose chief day-in, day-out task is to handle an ongoing stream of problems. He receives an unending flow of questions on which decisions must be made. Constantly he is forced to deal with problems to which solutions are more or less urgent and far from clear-cut.

It may seem splendid to a subordinate to supply his boss with brilliant new ideas to help him in his job. "But advocates of creativity must once and for all understand the pressing facts of the executive's life: every time an idea is submitted to him, it creates more problems for him--and he already has enough."

Making Ideas Useful...

Innovation is necessary in business--and innovation begins with somebody's proposal. The answer for the man with a new idea is:

(1) work with the situation as it is--an executive already bombarded with problems; and

(2) include with your new idea some minimal indication of what it involves in terms of costs, risks, manpower, time, and perhaps even specific people who ought to carry it through.--Notes and Quotes.

It Says Here ...



Carroll Newsletter...

Carroll County's FA Byron Hutchins and AFA Earl Gilliland have been using their own newsletter since last October to emphasize to farmers that extension is truly a separate organization. Byron says that he wanted to break away from the traditional use of the county farm bureau publication. The newsletter has been so successful for them that they feel it is worth continuing.

The county extension newsletter goes out once a month. The agricultural advisers try to mail it during the last week of the month and use it to list all of their activities for the coming month. They also include a calendar of events, a story on their main activities, a list of new bulletins and highlights of the past month's activities. They include one factual, informative story if there is room, and they use as many local names as they can.

Developing Mailing List...

They are working on their own mailing list, trying to get the name of every farmer in the county, in addition to many business people who serve farmers. They also include townspeople with whom they work in the county Resource Development Program.

Byron estimates that it takes at most two hours a month to prepare each issue. They use only one sheet, with half of the reverse side used for information and the other half for the address. The letter is signed by both advisers and has the penalty clause printed on the address side with the office return address so that it is frankable. They staple the sheet and send it without an envelope.

7/10/63

Farmers Like It...

One reason Carroll farmers like the newsletter idea is that it gives them dates far ahead of the time when the other informational channels provide them, Byron reports. He believes that his county farmers prefer this informal monthly report to the annual printed report. These agricultural advisers are reaching the people very effectively, since both Byron and Earl write a weekly personal newspaper column in addition to the direct-mail newsletter.

To further emphasize their programs, both Earl and HA Dorothy Footitt send out a 4-H newsletter each month. Since Carroll County does not have a radio station, the advisers must rely entirely on the printed material.

Put Your Creativeness To Work...

1. Define the problem. A problem can't be solved unless it can be defined.
2. Consciously question every accepted assumption about the problem.
3. Get involved with this problem.
4. Begin to ask questions.
5. Begin to adopt new assumptions, or try to renovate the old ones.
6. Speculate and guess at a new unity.
7. Try to make a prediction.
8. Take action. Try it out.
9. Develop the guts to survive the criticism of people who may oppose a new hypothesis until it's tried.
10. Be ready to question the new hypothesis, and start all over again if it doesn't work.--Printers Ink.

It Says Here ...

"Noise" on the Line...

One of the problems of effective human communication is that we have speaking and writing habits that keep cropping up to cause misunderstanding. Communication researchers have applied the concept of "noise" to talk about these annoying and often unnoticed habits. It is analogous to a telephone conversation in which a short circuit or a busybody on the same line keeps interfering.

A Michigan State University teacher of communication skills suggests some current interference caused by word habits.

Windjamming. He gives this name to the habit of overloading the circuit with too many words per number of ideas. Consider his example of two ways to say the same thing. Which do you prefer?

(1) As we shift from a society in which production is the focus of economic attention to one which is oriented to consumption, as we see a new pattern of personality emerging in American life, it seems to me that advertising as an institution moves into a position of influence comparable at least to a degree to such other major institutions for the formation of values as the school and the church.

(2) As consumption becomes more important to our society, advertising will affect our lives as much as the school or the church.

Puffed-up Words. He means using two-dollar words where fifty-cent ones would do as well or better. This practice has been called "verbal snobbery, kept in circulation by people who swallow the myth that simple words are for simple people." Short words strike home, revealing the unadorned truth. Swollen words are often deceitful, hypocritical, and downright dishonest.

New Lingo. He refers here to a new language coming from "interbreeding" of numerous types of professional jargon or shop talk. The noted writer-artist James Thurber gave it a disease-like name, "Polysyllabic Monstrositis." This lingo attracts attention without actually engaging attention.

Inspidology. These are "verbal dodges" that add noise to the channel. This is a technique of changing "janitors" into Building Superintendents and "garbagemen" into Sanitation Engineers.--The Green Sheet, Iowa State University.

What Is Radio, Newspaper Work?...

"...doing a column, 7 spots on radio and writing stories for the local papers each week is fine. But when do we find time to do EXTENSION work?"

That question was asked recently by a Colorado extension agent. Here is his director's answer:

"That IS extension work. Our primary job is to provide usable and practical information to all of the people of Colorado. We can't do it all by word of mouth. Use of mass media is one of the methods of doing extension work.

"The implication in the question is that one method is extension work and another is not. The measure of extension work is the job done, not the method used. So, to say that one method is extension and another is not is a false concept. The method used will vary from time to time and place to place. The real test of extension work is the educational impact achieved upon people with whom we work, regardless of the method or methods used.--Colorado Information Service.

7/17/63

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Second column of text, first paragraph. The text is very faint and mostly illegible.

Second column of text, second paragraph. The text continues the narrative or letter content.

Second column of text, third paragraph. The text is very faint and mostly illegible.

Second column of text, fourth paragraph. The text continues the narrative or letter content.

Second column of text, fifth paragraph. The text is very faint and mostly illegible, possibly containing a closing or signature area.

It Says Here



Pardon Our Pride...

Once each year our editorial efforts are matched against those from the editorial offices of the other 50 states. The time is the annual meeting of the American Association of Agricultural College Editors, held this year at Stillwater, Oklahoma.

A communications awards program featured 17 classes. This office together with the publications office had entries in 15 of the 17 classes and received either Excellent or Good awards for 14 of the 15 entries.

Awards of Excellence were made for the following six classes: popular publication, press service, a series of black and white photographs, a set of colored slides, a technical research bulletin and a general extension service publication.

Awards of Good were made for these eight classes: extension service leaflet, information training letter, single black and white photograph, television feature, television spot announcement, College of Agriculture periodical, large exhibit and portable display.

WQAD-TV Gears For Farm Program

A new, friendly, powerful voice soon will be serving farm and city people in northeastern Illinois and northwestern Iowa.

WQAD-TV, Moline, plans to go on the air August 1. One of the key men on the new staff is farm program director Dick Green. Dick is an Iowa product, having attended Iowa State University, where he worked on the University's television station. He has had additional television and radio experience on stations in Waterloo, Iowa.

A few weeks ago several of us met with the station's program director, Doug McLarty. We were impressed by the sta-

tion management's sincere dedication to serving rural audiences as well as the urban audiences of the Quad-City area.

This enthusiasm for farm telecasting is indicated in the letter we received from Dick Green. He says, "I feel that the sky is the limit as far as agriculture is concerned on WQAD-TV."

Farm adviser Jack Mullen and home adviser Lois Mitchell have been in close contact with the station during the past year. Other advisers in the coverage area will want to become acquainted with Dick and the other members of the WQAD-TV staff.

A Friend Returns...

The next time you're on campus, you will be pleased to see a familiar friend who has rejoined our staff.

John Behrens is back with the editorial crew after several years as Supervisor of Conservation Education in the office of the Superintendent of Public Instruction at Springfield.

This time, however, John is not in the extension ranks. During the coming year he will direct his energies toward establishing an instructional resources division within the extension editorial office for the College of Agriculture.

We hope to obtain foundation support for this project. It will be designed not only to serve the needs of the instructional staff of the College, but also to serve as a regional and perhaps a national center.

John's background in the editorial field, his grasp of the overall philosophies of communications and his special talents in all areas of visual communication make him ideally suited for this new position. We are glad to have him back with us.

7/24/63

It Says Here ...

Progress Report on Radio Survey...

We thought you'd be interested in seeing some preliminary findings in the Federal Extension Service radio performance survey of agricultural agents in 69 counties throughout the country. These figures are unofficial so far as the study summary is concerned.

Illinois was one of seven states that cooperated in this study. The survey included tape recordings made by 14 Illinois farm advisers.

1. Each program was rated by the panel on personal performance, including message content and treatment, delivery and voice characteristics, and the image of the performer that was projected. This rating was made on a scale of zero to six. In each category, five was considered the desired degree of competence. Three was considered minimum competence. No state averaged five in any category. In two states the average for all categories was below three.

2. Of the 69 programs, the subject matter of 68 was farm-oriented.

3. Voice characteristics and delivery were the "area of most urgent need" for improvement and training as scored by both state and national panels. Average evaluation score of all panels in this area was 2.7. Criticisms included "lifeless, jerky, faulty inflection, poor enunciation and breathy."

4. The most unanimous evaluation of all panels for all programs was "lack of enthusiasm" on the part of the performer. Here again the average was 2.7.

5. The highest ranking category was choice of timely material. The rating here was 3.8.

7/31/63

6. In the "slow starting--quick starting" category of message treatment, the average evaluation of the 69 programs was 3.1.

7. Organization of material was also rated 3.1.

8. Only four programs had ratings above four in any category.

9. The most common source of material used on the air was state extension news releases and announcements of county meetings.

10. Generally, the national panel rated the programs higher than the state panels.

State Fair Plans...

Home economics radio-TV editor Jessie Heathman plans to be at the State Fair with her tape recorder for a week or so. She will be available to help any of you make recordings with local people for your own programs. She will be recording the sessions of the Town and Country Chorus at the State of Illinois Building theater on Sunday, August 11. After that she will set up her recording equipment in the Junior Building. Check at the registration desk for recording times.

In addition, the meats display, to be set up under the grandstand again this year, will show the principal cuts and the live animals with comparable markings. A three-window display is also being designed for the cooler.

Civil defense literature available from the College of Agriculture will be shown in the civil defense exhibit.

It Says Here



Jessie Heathman On Seminar Program...

Home Economics Radio-TV Editor Jessie Heathman was one of several extension home economics editors on the program at a five-day seminar on mass communications at the University of Missouri the last of June. She discussed radio for women today.

Theme for the seminar was "The Home Economist as Communicator via Television, Radio, Press." Most of the 70 women present were from Missouri, with representatives from 14 other states.

Other topics covered included airborne television instruction, status of educational television, press trends in family magazines and newspaper pages for women, scope and problems of mass media for homemaker audiences, and Missouri's coordinated approach for adult education.

Photo By Duies...

We have recently seen some clippings from the Metropolis News with some good pictures that carried the credit line, "Jim Duies Photo." Seems as though Jim, Massac farm adviser, has been putting to very good use some of the tips on news photography that he learned from Photography Editor Jack Everly at spring conference this year in the photo workshop.

These pictures were feature pictures about farmers in his county who are doing a good job. The cutlines tell an interesting story to add to the impact of the pictures. Jim also has been talking about other activities in his county in his personal column, "Extension Views." He uses lots of local names.

Sims Takes To The Air...

"From Your Farm Adviser's Desk" brings the voice of Warren FA Stanley Sims to his listening audience Monday through Friday at 8:00 a.m. over radio station WRAM, Monmouth. And the program is literally just what the title says it is since Stan has a microphone and tape recorder on a table beside his desk, and that's where the broadcasts originate.

The July issue of the Warren County Farm Bureau News carried a three-column picture of Stan at the microphone all ready for business. The story along with the picture asked the readers to listen to the program regularly.

Along with his local county farm news, Stan will carry the Insect Survey on Monday and Larry Simerl's Outlook Information on another day. Deanne Lipp, summer assistant home adviser, has the Tuesday program on 4-H. In addition, Stan intends to feature interviews with other University of Illinois specialists live and by tape.

Breeze-Courier Covers 4-H Show...

Christian County Associate FA Carl Pfeiffer sent us three front-page tear sheets from the Taylorville Breeze-Courier showing the excellent coverage and cooperation that the paper gave to 4-H activities at the recent Christian County Agricultural Fair. Three-column headlines in each issue featured the 4-H parade and calf scramble, while the stories covered all the 4-H events thoroughly. In addition, the paper printed four-column pictures of the parade on the front page and six columns on the calf scramble.

8-8-63

It Says Here

Janice Visits New Advisers...

Home Economics Press Editor Janice Woodard has been visiting new home advisers who want help in getting a county information program under way.

Mrs. Mary Paul, Menard County HA, is author of a column, "Paul's Ponderings," that appears each month in the county Farm Bureau Bulletin. With only one newspaper in the county, the Petersburg Observer, Mary is in the process of putting together a complete weekly news service for the paper. She seeks more information about taking pictures, as the newspaper will print good local pictures. A recent issue shows a three-column shot taken by 4-H Club Specialist Hugh Wetzel of Mary and FA Herb Short with Hugh's guest on the trip, Dr. S. N. Das-Gupta from India.

Another new home adviser Janice visited is Mrs. Eleanor Eiserling, Boone County. Even though she has had no journalism courses other than composition in college, Eleanor is planning to do a personal column each week for the Belvidere Republican.

Tips For Better Writing...

Readers are annoyed if they must strain to understand your writing. They may not read it at all. Follow these tips if you want to produce easy-to-read material: (1) be conversational; (2) use short, easy-to-understand words; (3) use personal pronouns, since they will give your readers the idea that you are really talking to them; (4) use short, varied sentences; (5) use short paragraphs (a one-sentence paragraph makes for easy reading); and (6) put your thoughts down in logical order.--Communications Handbook, Press No. 3.

8/14/63

A Day With 4-H...

It was a day with 4-H on Thursday, August 1, over Station WWC-FM, Arlington Heights. Station Manager Bob Atcher had offered the entire day's programming to the North Cook 4-H members to promote the North Cook 4-H Fair, August 9-11, and to tell the story of 4-H Club work.

Assistant Farm Adviser Bob Hood reports that the day progressed with only a few errors to make the occasion memorable. From 7:00 a.m. until 9:00 p.m. the 4-H'ers were in charge of the radio station. Result was lots of compliments from around the county and only one complaint from a lady who phoned in to protest when one young lady giggled while she was reading a commercial. The advertisers didn't complain, and Manager Atcher was enthusiastic about the day's programs.

Linda Kovalik of Arlington Heights served as program director for the day and did an excellent job, according to AFA Hood. She worked out the complete log for the day and kept the program rolling. Special assignments were made to handle arrangements for announcers, publicity spots, news, talent and special features. More than 25 county 4-H Club members took part in the day's effort. In addition to the station's regular program schedule of news and record programs, open spots offered the 4-H'ers a chance to publicize the fair and to talk about other aspects of 4-H work in Cook County.

You can imagine that 14 hours of programming took some digging. But Bob Hood says the effort was worth it for the wonderful experience, not to mention the tremendous information output.

It Says Here

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Deadline Reminder...

We'd like to remind you about the deadline date of September 6 for entries in the 1963 Communications Awards program. You can send your entries in any time before that date. Let us know if you have misplaced your entry blanks and would like another set.

As in our program last year, we will have competent outside judges, in addition to our staff member in charge, to judge each entry. It is this evaluation of your work that can make it worth while for you to take the time and trouble to select your entries and get them in to us.

Pekin Times Coverage...

Earl Kingman and Dave Gusse, Tazewell County FA and AFA, respectively, have set us a batch of clippings from the Pekin Times showing the excellent coverage that newspaper gave the recent Tazewell County 4-H and Junior Fair. We counted a total of 49 different pictures printed in the several issues before, during and after the show.

As Earl and Dave point out, the paper started carrying stories and pictures about 10 days before the fair started. Then, the week of the fair it became front-page business. The paper printed a listing of the order of judging and other events, as well as printing what was happening each day. The Times photographers didn't miss a single trophy presentation, and every picture was printed.

The local radio station, WSIV, was also very busy during the fair. It made 30 live broadcasts from a booth, including interviews with 4-H'ers, leaders, parents and judges. The county extension staff also made their broadcasts from the booth.

Also From Massac...

Massac County FA Jim Duies sent in another set of clippings showing coverage of the county ag and home ec shows by the Metropolis News. Among the pictures was one of Williamson County FA Wayne Hoelscher, who was one of the judges at the Massac fair this year.

What About Speed Reading?...

You can increase your reading rate, says E. H. Ehrlich, Columbia University consultant on reading and writing. He doubts that you can get it to the fantastic speeds promised by some promoters of speed reading courses. But nearly everyone can teach himself to read a good deal faster, he believes.

One habit responsible for a slow reading rate is saying the words to yourself mentally. That habit can keep your maximum rate at between 200 or 250 words a minute. The reason is that students learn to say the words to themselves when they learn to read.

Force yourself to read faster by practicing in easy books, he suggests. Eventually you will find yourself able to turn your "inner voice" on and off at will. You may want to go back to saying the words mentally when reading difficult material.

Another block to fast reading is excessive regression--going back over the word or phrase several times. Good readers may regress as many as three times in 100 words--slow readers as many as 20 times. Becoming aware of this fault is the first step to curing it.--from Notes and Quotes.

8/22/63

It Says Here

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meantime, Curt made a rear projection cabinet from a set of instructions that Photo Editor Jack Everly had sent to him along with the necessary synchronizing unit for the projector.

Curt had the cooperation of Crandon Paper Mills, Ft. Madison, Iowa, and the Division of Forestry, Department of Conservation, in getting the slides together and setting up the exhibit. He made a title slide for the set, using his Nikkorex 35mm camera with the close-up lens.

The exhibit was so successful in getting people at the fair to stop and look that Gordon White, one of the Crandon Mills foresters who helped with the exhibit, has built a similar one of his own to use at the Iowa State Fair. The American Forest Products Industries in Chicago were also so interested in the exhibit that they want a set of the slides for possible use in future exhibits of their own.

Curt says the plywood, polycoat screen and mirrors he used in the projection cabinet cost about \$20. He used 3/4 inch plywood, according to the directions, and says that it is heavier than necessary. He recommends 1/2 inch plywood instead.

New Mat Service...

Included with this week's packet of materials are the first two of a new series of mats for use in your county newspapers. Weeklies will probably be more interested than dailies in printing them, but you can also use them in your county farm bureau publications in many instances.

Entitled "Electric Minute Mysteries," these mats are sponsored jointly by the Illinois Farm Electrification Council and the Cooperative Extension Service. Ordie Hogsett, extension safety specialist, J. J. Feight, extension information specialist for farm press, and Vic Stephen, technical services editor, have been responsible for getting the series in operation. They plan to send out similar mats in the series at the rate of six a year.

We think that you'll find your weekly newspaper editors happy to get interesting and valuable illustrative material like these mats. Here's one way to give education a universal appeal. You can help us evaluate the series by sending in clippings from the papers that print the mats along with editors' comments about the series.

Curt Makes His Own Exhibit...

Curt Eisenmayer, Henderson FA, reports much success with the rear projection exhibit that he made for the county fair this summer.

The county people voiced a tape recording to go along with a set of slides they had put together and sent the tape to our office. Assistant Editor Glen Broom edited the tape and added some background music and the trip marks for an automatic projection unit. In the

Bill Nelson Goes Nationwide...

Extension Landscape Specialist Bill Nelson and TV Editor John Woods were in Chicago last week at Ray-eye Productions studio video-taping 4 1/2- and 6-minute segments for the "Builder's Showcase" syndicated program. It is aired on the top 30 to 40 TV markets in the country, including WBBM-TV in Chicago.

We'll inform you of times and dates for Illinois stations as the schedule is set.

8-28-63

It Says Here

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Last Call For Entries...

By the time you read this, the official deadline for entries in the 1963 Extension Communications Awards program will have passed. It may be that some of you put off too long the task of mailing your entries to us. In order to accommodate as many advisers as possible who want to submit examples of their information efforts for this year's awards program, we have decided to accept entries for another week.

Our problem, of course, is to have enough time before Fall Conference to get the entries judged. We will give you until Friday, September 13, to send us your entries.

We would like to emphasize again that this program is designed to help you get some impartial evaluation of your county information work. It is not a contest in which you are all competing against one another. Rather, it gives you a chance to have your information materials evaluated against standards of excellence established for each entry class. The process of evaluation should give both you and us a good opportunity to take a critical look at your work and be as constructive as possible in our criticism. It can be a vital part of our continuous striving for more effective communication.

Remember that this awards program is your program and its relative success is going to depend upon your response.

Names Make News...

"Names make news" is a good guide to follow in your search for news stories. you'll make your story better if you can tie names and personal experiences to improved methods of farming or homemaking.
--Communications Handbook, Press--1.

More Specialists on TV...

Here's an up-to-date schedule of state extension specialists who will be appearing on TV stations around the state:

Sept. 9--Mal Shurtleff, extension plant pathologist, WTVH-TV, Peoria, will videotape three programs for the following three weeks: winter forage injury and diseases, fall lawn diseases, and correct home storage of vegetables.

Sept. 10--Ellery Knake, extension weed specialist, WQAD-TV, Moline, Dick Greene's program, on quackgrass control.

Sept. 16--Ordie Hogsett, extension safety specialist, KMOX-TV, St. Louis, Paul Bernard's show (make videotape for airing that week), two programs on corn picker safety and general harvest safety.

Sept. 18--Ordie Hogsett, WTHI-TV, Terre Haute, Indiana, Jim Ray's program, same two topics.

Sept. 19--Frank Reiss, extension farm management specialist, WTVH-TV, Peoria, Dick Herm's program, on farm leases and how they affect changes in corn storage systems.

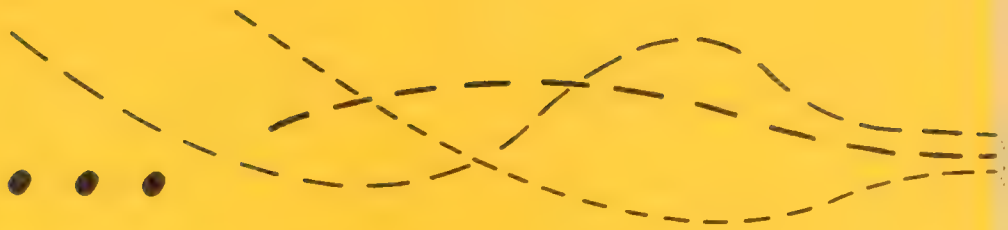
Sept. 20--Ellery Knake, WGN-TV, Chicago, Orion Samuelson's show, on quackgrass control.

Advisers in the areas covered by these stations may want to mention that these programs are scheduled and also may want to watch them themselves.

Clear Thinking Is Basic...

Most people are not clear because they really don't know what they are trying to say. Good style is not much more than clean, clear thinking. --Minnesota Information Letter.
9/4/63

It Says Here ...



College at Farm Progress Show...

Work of several departments will be on display for visitors to this year's Prairie Farmer Farm Progress Show, September 24-26, on the James Yordy farm 1 1/2 miles south of Morton. You may want to call attention to these special College of Agriculture features for your county farmers who plan to attend.

Some of the college exhibits will include a one-minute color film on the importance of 4-H work, fence-post preservation, why a college education is so important today, latest developments in swine housing, developing a safe water supply on the farm, an experimental automatic feeding system for dairy cows, what is needed in the way of economics education to carry on the business of farming successfully, and a display of insect immigrants into the state. All of these exhibits will be housed in one large U-shaped tent.

Also See Variety Plots...

"Plots For Profit" have been designed by U. of I. agronomists, horticulturists and agricultural engineers. They will show new varieties and latest weed control chemicals. The agricultural engineers are planning to give corn loss gauges to persons guessing the amount of corn left in a marked area on the ground.

Landscaping Rerun on WSIL-TV...

WSIL-TV (Channel 3), Harrisburg, plans to start rerunning the "Landscaping Your Home" series of television shows on Tuesday, September 10, at 1:00 p.m. The series will then run every Tuesday at the same time for 13 weeks. You may want to alert your viewers to this second chance to see the shows in the Channel 3 viewing area.

Advisers Have TV Workshop...

Television Editor John Woods was in Edwards County recently working with five farm advisers who are doing guest appearances on WFIE-TV, Evansville, Indiana (Channel 14). They included Jim McCurdy, Edwards; F. W. Hittinger, Hamilton; Mike Hardimon, Wabash; Bob Schmerbauch, Wayne; and Bill McAllister, White.

These advisers and six county agents from Kentucky and Indiana are working on a rotating basis. Each adviser goes to the station on a Tuesday afternoon and puts five 4 1/2-minute shows on video tape. These programs are then broadcast every morning the following week at 6:55 a.m., just before the Today Show.

The workshop included discussion of what topics to use, on-air performance tips, how to plan a 4 1/2-minute show, and suggestions for simple TV visuals.

Anyone Else...?

John extends an offer of similar help to any other advisers who are planning to do TV guest appearances. Informal workshop sessions should be held before the appearances start, and it also helps to spend some time at the station working with the production staff.

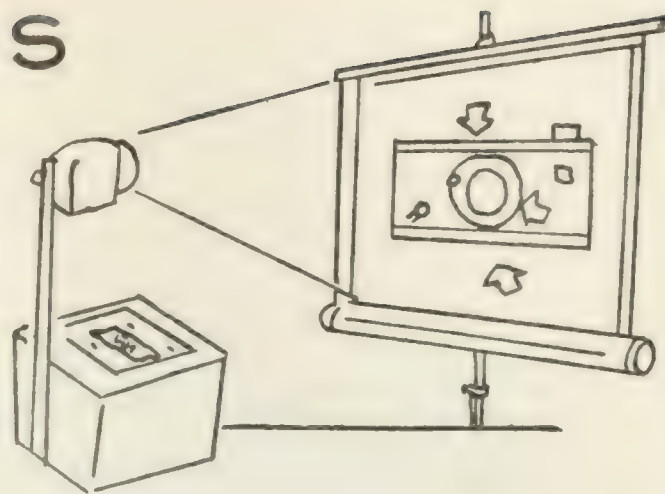
John says that his answer to the problem of what topics to select is to choose things of local interest. What questions are farmers asking this week? What questions should they be asking? What are they doing? Also of interest are local success stories, timely publications and column material.

Visual Workshops, October 14...

Please return the attached notice if you want to take part in the two visual workshops planned for Monday, October 14, prior to Fall Conference. 9/11/63

SEMINAR-WORKSHOPS

for Advisers



Two visual workshops will be offered to advisers Monday afternoon, October 14, preceding the Fall Conference. Size of groups will be limited on a "first-come, first-served" basis.

OVERHEAD PROJECTION - This session will elaborate on the following:

1. What is overhead projection?
2. How can you use it?
3. Simple do-it-yourself visuals.
4. More complicated visuals for special effects.
5. Planning your presentation.

In addition to using the different projectors, participants will prepare simple visuals. The overhead sessions will be from 1:00 to 2:50 p.m. in the classroom of the Old Agronomy Storehouse.

PHOTOGRAPHY - This session will explore the technical difficulties county staff people are having with cameras. It will start with the problems you have and how they might be solved. Session is limited to first 20 enrollees. Photography sessions will be from 3:10 to 5:00 p.m. in the Old Agronomy Storehouse.

(Return to the Extension Editorial Office, 330 Mumford Hall, by September 25.)

I plan to attend the following workshop(s) _____ photo; _____
overhead projection.

If an evening open house is held to discuss county visual problems, I
would--would not attend. (Cross one out.)

Name _____

County _____

Special interest or problem if any:

It Says Here



Landscaping Films In Library...

One set of the series of 13 "Landscaping Your Home" shows on 16mm sound motion picture film in black and white has been placed in the Audio-Visual Aids Library, 704 S. 6th, Champaign. You can get these films free by requesting them on your cooperative extension letterhead. Get your order in as far ahead of showing dates as possible to assure delivery when you need the films.

In case you have misplaced your list of program titles in this series, we are including a complete run-down in this week's packet. We also have a few of the viewing group discussion guides available if you want copies. A combination of the "Landscaping Your Home" book, discussion guides and films would make an excellent series of meetings on landscape design.

WICS-TV To Air Series...

WICS-TV (Channel 20), Springfield, will start broadcasting the "Landscaping Your Home" series on Sunday, September 29, at noon and will continue the series at that same time for 13 Sundays.

WCHU-TV (Channel 33), Champaign, and WICD-TV (Channel 24), Danville, will probably broadcast the programs at the same time. We will let you know the exact time later.

Channel 20 also is planning to air the 5-minute segments on landscaping. The station will work these segments into some of its present programs, but we do not know when this showing will begin.
9-19-63

Mal Shurtleff On WQAD-TV...

Look for Mal Shurtleff, extension plant pathologist, on Dick Greene's show over WQAD-TV (Channel 8), Moline, on Monday, September 23. Mal will have two "live" segments on Dick's hour-long "Farm and Home" show between 12:30 and 1:30 p.m. He will also make two other short segments on video tape that day for showing later that week on Dick's show.

Mal's subjects will include soybean diseases, garden clean-up, lawn diseases and pesticide safety.

More Entries This Year...

As of this writing, we have received a total of 169 entries in this year's Extension Communications Awards Program. They were sent in by 55 individuals from 36 different counties. This represents a distinct improvement over last year's total of 87 entries from 32 individuals. Editors are now busy submitting the entries to outside judges for the all-important critique. Final announcement of the awards will be made during the annual Fall Extension Conference in about three weeks.

Our thanks to all of you who have taken the time and trouble to make up entries in this year's awards program. We will try to make it as valuable to you as we can in the way of a worthwhile critique. Of course, we will be happy to discuss your editorial problems with you at any other time too.

For Your Handbook...

In this week's packet is a copy of Visuals - 12, "Materials for Making 'Do-It-Yourself' Overhead Transparencies." Add it to your copy of the Communications Handbook.

PROGRAM SUBJECT TITLES

- No. 1 Your Landscape Needs
 --Stresses the importance of planning and considering the total site in terms of three dimensions. Discusses what landscape architecture is, and what the roles of a landscape architect are. Also gives similar information on nurserymen. Contains an inventory of family needs and interests.
- No. 2 Starting Your Plan
 --Discusses the basic areas in the home landscape development and tells how to start a basic plan.
- No. 3 Analyzing The Site
 --The importance of blending the site and its proposed uses into a harmonious unit. Presents a check list of a typical site analysis for grading the immediate and extensional landscape.
- No. 4 Choosing Landscape Structures
 --Considers structural elements (enclosures, surfacing, steps, etc.) as units of design for a useful and attractive development.
- No. 5 Choosing Construction Materials
 --Discusses materials available for construction and considers the design qualities of each.
- No. 6 Selecting Plants For The Environment
 --Shows how to select plants that will tolerate the environment in proposed locations--soil, water, temperature, micro-climates--as well as how to meet design requirements of color, texture, form, height and spread.
- No. 7 Fitting Trees To Your Plan
 --Considers the functions a tree can serve in addition to shade. Studies location on property in relation to utilities above and below ground, views, structures, living areas, etc. Discusses design factors, tree forms, branching habits, scale, balance, repetition, harmony, unity, texture and color.
- No. 8 Fitting Shrubs To Your Plan
 --Discusses shrubs in terms of areas where they are generally used--doorways, corners, specimens, borders, screens, accents, planter boxes, etc. Discusses design factors--formal, informal, scale, balance, repetition, unity, texture, color and form for each type.
- No. 9 Fitting Flowers To Your Plan
 --Considers flower borders as one of many landscape elements and provides guides for fitting them into a design on the basis of formal or informal arrangements. Shows principles of color, spacing, drift design and bed design.

Original Articles

1. **Observations on the Pathogenesis of the Common Cold**
J. H. Hirst, M.D., and J. H. Hirst, M.D.
This paper reports on the results of a series of experiments designed to determine the factors which influence the development of the common cold. The authors conclude that the disease is caused by a virus, and that the incubation period is usually between 1 and 2 weeks. The disease is characterized by a runny nose, sore throat, and fever. The authors also discuss the role of the immune system in the development of the disease.
2. **The Effect of Vitamin C on the Common Cold**
L. A. Collip, M.D., and J. H. Hirst, M.D.
This paper reports on the results of a series of experiments designed to determine the effect of vitamin C on the common cold. The authors conclude that vitamin C has a beneficial effect on the disease, and that it may be used as a prophylactic agent.
3. **The Effect of Vitamin E on the Common Cold**
L. A. Collip, M.D., and J. H. Hirst, M.D.
This paper reports on the results of a series of experiments designed to determine the effect of vitamin E on the common cold. The authors conclude that vitamin E has a beneficial effect on the disease, and that it may be used as a prophylactic agent.
4. **The Effect of Vitamin K on the Common Cold**
L. A. Collip, M.D., and J. H. Hirst, M.D.
This paper reports on the results of a series of experiments designed to determine the effect of vitamin K on the common cold. The authors conclude that vitamin K has a beneficial effect on the disease, and that it may be used as a prophylactic agent.
5. **The Effect of Vitamin D on the Common Cold**
L. A. Collip, M.D., and J. H. Hirst, M.D.
This paper reports on the results of a series of experiments designed to determine the effect of vitamin D on the common cold. The authors conclude that vitamin D has a beneficial effect on the disease, and that it may be used as a prophylactic agent.
6. **The Effect of Vitamin A on the Common Cold**
L. A. Collip, M.D., and J. H. Hirst, M.D.
This paper reports on the results of a series of experiments designed to determine the effect of vitamin A on the common cold. The authors conclude that vitamin A has a beneficial effect on the disease, and that it may be used as a prophylactic agent.
7. **The Effect of Vitamin B on the Common Cold**
L. A. Collip, M.D., and J. H. Hirst, M.D.
This paper reports on the results of a series of experiments designed to determine the effect of vitamin B on the common cold. The authors conclude that vitamin B has a beneficial effect on the disease, and that it may be used as a prophylactic agent.
8. **The Effect of Vitamin C on the Common Cold**
L. A. Collip, M.D., and J. H. Hirst, M.D.
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L. A. Collip, M.D., and J. H. Hirst, M.D.
This paper reports on the results of a series of experiments designed to determine the effect of vitamin K on the common cold. The authors conclude that vitamin K has a beneficial effect on the disease, and that it may be used as a prophylactic agent.

PROGRAM SUBJECT TITLES--2

- No. 10 Designing The Public Area
 --States basic considerations and principles of tree placement, lawn areas and foundation planting design.
- No. 11 Designing The Living Area
 --Discusses all the surfacing, enclosure and ceiling elements that can be used in a design to meet the needs and interests of the family and use the space most effectively.
- No. 12 Buying And Planting Plants
 --Reviews plant selection on the basis of environmental and design requirements. Discusses nursery stock standards, methods of handling, planting procedures, pruning, staking, etc.
- No. 13 Taking Care Of Your Plants
 --Discusses fertilizing, watering, pruning, mulching and winter protection for trees, shrubs and lawn.

7/25/62

It Says Here

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Boyd Does A Card Survey...

Boyd Lahr, Crawford FA, had an idea that, with the increase in available horsepower on farm tractors in recent years, his county farmers were plowing deeper than formerly. When the Department of Agronomy increased its soil test recommendations for limestone on the basis of plow depth, Boyd thought he'd better find out how deep Crawford county farmers were plowing.

His agricultural extension council OK'd the idea, but didn't think he should change his soil test recommendations based on 6-inch plow depth unless a majority of the farmers were plowing deeper than 6 inches. To find out, Boyd sent a return card to 1,250 county farmers asking how deep they plowed.

If more than 50 percent of the replies indicated deeper than 6-inch plowing, he planned to change his recommendations accordingly, provided that at least 20 percent of the cards were returned. He used the county ASC list of wheat producers for his mailing list.

Here's What They Said...

The last time we talked with Boyd, he had received 325 cards as follows: 1 - 5 inches; 56 - 6 inches; 121 - 7 inches; 129 - 8 inches; 17 - 9 inches; and 1 - 10 inches. The 325 cards represent a 26 percent return, which was above Boyd's minimum. On the basis of these returns, he has decided to base his recommendations now on a 7-inch plow depth, rather than the 6-inch, and it looks as if he'll have to consider another change in the near future. This actually will not mean any change except on the more acid soils. Of 24,618 samples tested in the past 7 years in Crawford county, only 1,437 have needed as much as 5 tons of fertilizer per acre, according to Boyd's records.

Don Teel Promotes FM Tour...

We are willing to give Don Teel, Knox FA, and his associates, Charles Orcutt and Ken Fuller, credit for attracting nearly 1,000 visitors to the Western Illinois Farm Management tour on September 5 near Victoria. But they must share this credit with neighboring county farm advisers who cooperated in helping to promote the event through radio and news stories, Prairie Farmer for its coverage and the state Farm Bureau Farm Management Association and Fieldman Orville Dickhaut of Knoxville.

We have seen samples of the materials that Don and his cohorts prepared for promotion and for use during the tour. They used illustrations from the clip-art book for the cover of the eight-page tour program, and 15 reams of colored paper in its production. They also took several excellent pictures and supplied facts for a supporting booklet and for advance promotion. More than 400 Knox county farmers attended from a mailing list of 2,000 to whom notices were sent.

Landscaping on TV...

We have received confirmation that WCHU-TV (Channel 33), Champaign, and WICD-TV (Channel 24), Danville, will broadcast the "Landscaping Your Home" television series at the same time as WICS-TV (Channel 20), Springfield. The time will be 12 noon each Sunday, starting on September 29.

Order Your Business Cards...

Attached to this issue of It Says Here is an order blank for business cards that we will have printed for you if you want them. Extension will pay part of the cost. Be sure to send your check with your order and give us at least three weeks for delivery.

9/25/63

Do You Want a Business Card Like This ?

122 Mumford Hall, Urbana, Illinois

Telephone 333-2660



J. B. CLAAR
ASSOCIATE DIRECTOR

COLLEGE OF AGRICULTURE · STATE · COUNTY · LOCAL GROUPS
U.S. DEPARTMENT OF AGRICULTURE COOPERATING

The Cooperative Extension Service is now able to offer you a plan through which you can get a set of business cards to help you in your work. Printed in dark blue on white, the cards would look like the sample above.

Since it is most economical to print cards in groups rather than in single lots, we will hold orders until we can have several printed at the same time. Allow at least three weeks from the time you order until we can make delivery.

To order your cards, fill out the form below and return it to H. W. Bean, 118 Mumford Hall, Urbana, Illinois, with your remittance.

To: H. W. Bean
118 Mumford Hall
Urbana, Illinois

Date _____

PLEASE TYPE OR PRINT

Name _____

Title _____

Address _____

Telephone _____

Number of cards wanted (circle one)	50	100	200
Extension will pay	\$ 3.00	\$ 3.50	\$ 4.50
You pay	<u>1.25</u>	<u>1.50</u>	<u>2.00</u>
Total cost	\$ 4.25	\$ 5.00	\$ 6.50

It Says Here ...



Many Workshop Enrollees...

Response was so good to the offer of special workshops in photography and visuals on October 14 that Vic Stephen and Jack Everly had to schedule two sessions of each during the afternoon. Each one of you who sent back an enrollment blank should have received a card showing the session to which you have been assigned. If you haven't received such a card, call Vic or Jack.

First sessions are set for 1:00 to 2:50 p.m., and the second sessions from 3:10 to 5:00 p.m. next Monday. Photo sessions will be held in Room W-109 in Turner Hall, the new plant sciences building, and overhead projection sessions will be held upstairs in the Old Agronomy Storehouse.

A total of 64 advisers and assistants, area advisers and specialists signed up for these sessions. Sorry, we can't accept any more!

Glen Broom On Radio...

Newest member of the editorial family is Glen Broom, who moved into the Farm Radio Editor's spot on September 16.

Glen is no stranger to agricultural extension work. Son of Farm Adviser Ralph Broom of Greenville, Bond County, Glen is one of our top graduates in agricultural communications. He has completed one semester of graduate work in advertising and plans to finish his M.S. degree.

During his undergraduate days, Glen served as a student assistant in the photography section of the office.

Business Management School Mats...

This week we sent each adviser a packet of promotional materials for use in connection with the Farm and Family Business Management School in the county.

You can get copies of the news mats by sending us the order sheet on the last page. A few extra copies of the poster are being held in 330 Mumford Hall for your use if you need them. You can get copies of the new leaflet, Enough Money for Farm and Home, through your area adviser.

"Hands Off" On TV...

You may be seeing the 13½-minute film on corn-picker safety, "Hands Off," run on your local TV station this fall. We have sent copies to nine TV stations in the state for showing before corn-picking time starts.

This is the film in which Extension Safety Specialist Ordie Hogsett is the principal character.

Landscaping Film In Indiana...

County Agricultural Agent H. W. D. Brinson of Shelbyville, Shelby county, Indiana, ordered a set of the 13 "Landscaping Your Home" TV films from Extension Horticulture Specialist Hank Gilbert of Purdue for showing in his county this fall. Brinson has set up a series of six meetings to show the films and will lead the discussion session following each showing. He bought seven copies of the landscaping book for backstopping material, and we sent him some extra copies of the viewing group guide to help lead discussions. 10-3-63

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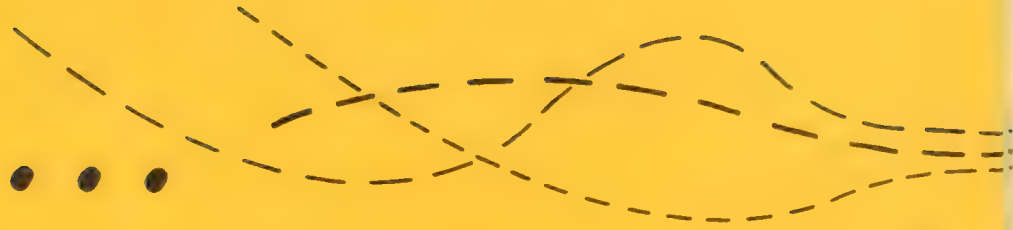
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It Says Here



Big Words, Whoa...

The longest English word is no longer an-ti-dis-es-tab-lish-men-tar-i-an-ism (11 syllables). It's now pneu-mo-no-ul-tra-mi-cro-scop-ic-si-li-co-vol-can-o-con-i-o-sis (19 syllables). "What that scientific word means is so unimportant," writes Boeing PR man Ken Calkins in Quill magazine, "I'll make you look it up."

Since 1950, Calkins has taught clear writing to college students and industrial workers. His booklet on industrial writing, "How Do You Read Me?", is now in its second printing. Calkins declares:

"Highly educated people often are the worst bunglers...it is not so much their ignorance of clear writing methods as it is their snobbishness. What else can account for a man's saying that a clearly stated truth is not adequate because it doesn't sound 'professional'?"

Writing Is a Bucket...

Calkins adds:

"Industrial writing should be a bucket--functional, simple and used for carrying the goods...Industrial writing has one purpose: to get work done. If it fails to do this, it fails completely."

We fight this same disease of clumsy words. These are recent examples from our own booklets and all were used without definition: "third increment, fermentable carbohydrates, residual spray, toxin, optimum amount." How many readers with average 11th grade education understand them? It's OK to teach new terms, but don't scare the reader off with them. If we do, we can teach him no longer; he's gone.--Extension Editors' Newsletter.

Public/Personal Relations...

"There Ain't No Such Animal." That's the way that Al Bond, extension editor in Washington State, introduced a talk on public relations recently. He gave the speech to a state extension advisory committee of farm leaders.

What Al was pointing out was that public relations really is personal relations--psychologists call it interpersonal relations. People communicate with other persons...face-to-face, over the phone, by letters, in meetings, through mass media--a host of ways. In any such exchange, each person involved winds up with an impression of the other person, or an "image." And we seek favorable images, based on good performance.

Three Broad PR Functions...

Edward Bernays, a pioneer PR counsel, sees three broad functions of PR:

1. Adjustment of people and/or groups to one another to make a smooth-running society. PR involves correcting, not hiding, our own shortcomings.

2. Information. Presenting the information often leads to better understanding, while unexplained intentions often cause misunderstanding and dissension.

3. Persuasion to accept the message. As extension workers our job is education. But to do this job requires successful public relations--adjustment, information and persuasion. Never, however, should PR be used to hide an inadequate educational job.--Minnesota Information Letter. 10/9/63

THE HISTORY OF THE
CITY OF LONDON

The first part of this history is a description of the city of London, and the second part is a description of the city of London.

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It Says Here ...

172 Entries in Awards Program...

We were only two short of having twice as many entries in the Extension Communications Awards program this year as last year--172 entries compared with 87 last year.

A total of 58 individuals from 37 counties submitted entries in the awards program this year compared with 32 individuals from 23 counties last year.

Achievement certificates for meeting the highest standards of performance in each of the 13 classes were awarded to 28 county extension staff members this year compared with 13 last year.

Will Assess Program...

Members of the information advisory committee of the Illinois State Association of Farm Advisers, co-sponsors of the awards program with our office, plan to assess the program to find out how you feel about its organization and the way it is carried out. There is some feeling that the present system is falling short of attracting as many entries as it should. Perhaps it would help to have some element of competition restored to the rules and regulations.

It is likely that no decision will be made about a possible 1964 communications awards program until early next year. If you have any opinions about whether such a program should be carried on or how it can be improved, please get in touch with Ogle FA Hubert Fulkerson, chairman of the information advisory committee.

We'd like to repeat that the main purpose of the awards program is to give you more help with your information efforts.

Worst Disease...

Symplectomania!

This means "madness for weaving things together." One example would be piling clause-upon-clause-upon-clause in long, confused sentences.

This disease has ruined more potential good writing than perhaps any other reason.

When any writer customarily takes 3, 4 or 5 clauses in a sentence to say what he wants to say, he's a symplectomaniac suffering from this acute disease that kills off readers like the plague.

Besides this, the word is Greek, long and unfamiliar. Readers much more easily understand short, familiar Anglo-Saxon words.

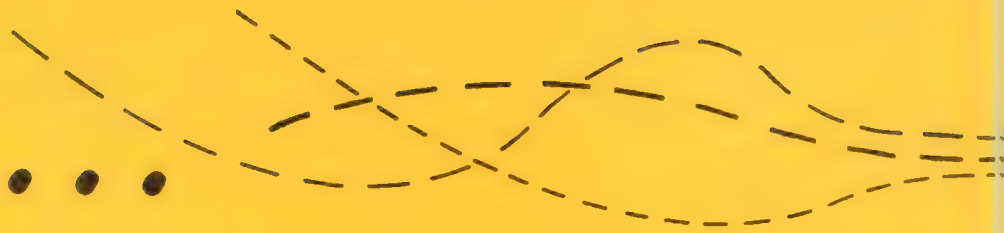
It's good to stay immune from Symplectomania. --Extension Editors Newsletter.

Audiences Select Us...

Audiences are people who select us, says Dr. Herbert Lionberger, University of Missouri rural sociologist. We can communicate with no one until they choose us. We may define our audience clearly, but they are not really our audience until they decide to attend to our message. It's easy to select an audience, but much more difficult to get them to select us.

Writing has no purpose except to meet the needs of the reader. We must choose our words so that he will be sure to understand them, without waste of time or thought. Our words must give the necessary facts on the vocabulary level of the reader. --California Newsletter.

It Says Here ...



Home Advisers On TV...

Home adviser TV programs now reach into every county in southern Illinois. The home advisers are keying television information to their county home economics program and are doubling up on its use as either advance promotion or follow-up on a meeting.

To increase viewing by county women, they are announcing the programs in their county newsletters, in local newspapers and on some local radio stations.

Home advisers in District 5 share a 12-minute spot with Missouri home agents over KFVS-TV, Cape Girardeau, Mo., on Wednesday mornings. This project is one year old this month. The advisers have scheduled a meeting for December 17 to evaluate the program and to reorganize schedules. These programs have been so successful that the home advisers find their homemakers encouraging them to increase their time on the air.

Barbara Brosman, Gallatin HA, presents an occasional program over WSIL-TV, Harrisburg, in addition to her regular stint on KFVS-TV.

Marjorie Heuerman, St. Clair HA, has a regular spot on KMOX-TV, St. Louis, and several other home advisers in the area also present programs there on occasion.

Five home advisers in District 4 are sharing a weekly spot on WTHI-TV, Terre Haute. They have scheduled a conference for December 18 to develop program continuity and to avoid duplication of information.

Home advisers in the Evansville area present programs occasionally over WFIE-TV in that city. They report that their

homemakers are interested in having these programs on regularly.

Another group of homemakers in the Paducah area have become interested in having their home advisers present programs over WTSD-TV and are working toward that end with the station management.

Farm Advisers Attend TV Workshop...

FA's Bob Schmerbauch, Wayne; Mike Hardimon, Wabash; and Jim McCurdy, Edwards, met with six agents and two radio-TV specialists from Indiana, and Farm TV Editor John Woods in a workshop at WFIE-TV, Evansville, on October 22, under the supervision of George Finkel of the station. These farm advisers and county agents take turns videotaping five 4-minute programs that are aired every morning the following week at 6:55. Mike taped his shows after the workshop.

John says that most stations with advisers on their programs are happy to hold similar workshops. Let us know if you are interested.

In This Packet...

Enclosed in this packet are Film Reports on two new 35 mm. color slide sets, "Focus on Fit" and "Soybean Diseases in Illinois." Each county can have one set for its county visuals library by sending the enclosed order form, properly filled out, to Jack Everly at 330 Mumford Hall, Urbana.

Deadline for orders is November 11, and we expect to have them ready to send to you by December 1. Sets will be available on loan from Audio-Visual Aids Service, 704 S. 6th, Champaign, by payment of a maintenance loan fee.

ORDER FORM FOR SLIDE SET

Send to: Jack Everly
330 Mumford Hall
College of Agriculture
Urbana, Illinois

We would like to order the following slide sets
for our county visual library: Deadline for ordering is
November 11, 1963.

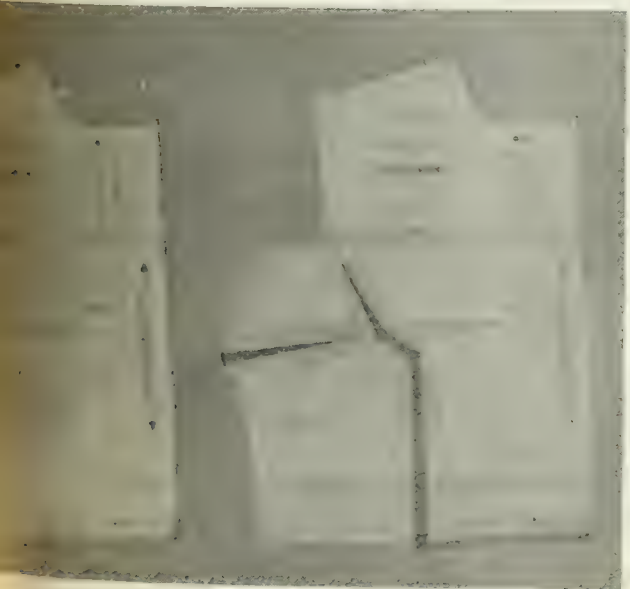
_____ D-18 Soybean Diseases in Illinois

_____ D-19 Focus on Fit (anticipated shipping

date for both: December 1, 1963)

Name _____

Address _____



trainingschools for advisers and leaders to be conducted by the extension clothing specialists in the fall of 1963. After the series of meetings is completed, a set of slides will be made available for each county visual library. Thus each county can have its own set for use with 4-H members, adult home-maker units, and any other group interested in clothing construction.

SUPPORTING MATERIAL

Each set of slides has a teaching outline that serves as a guide for the individual using the slides. Circular 838, "The Principles of Fitting," may be used in conjunction with the slide set as needed.

TO OBTAIN THIS SLIDE SET

A slide set with teaching outline and supporting materials has been made available for the County Extension Visual Library. Persons wanting to use it should contact their county extension office. When not available locally, it may be obtained on loan from AUDIO-VISUAL AIDS, University of Illinois, 704 S. 6th Street, Champaign, Illinois, by payment of a maintenance loan fee.

NOTE: Save film reports in a loose-
leaf notebook for handy reference.

October, 1963

FILE UNDER 4-H AND
HOME ECONOMICS



FOCUS ON FIT

35 mm. Color Slide Set With 50 Frames

Getting a proper fit does not have to be a matter of guesswork--even for the young 4-H member. This slide set highlights fitting problems and their solutions. It presents simple ways for the seamstress, young or old, to achieve a good-fitting garment. Pattern selection and analysis of the fitting problem are discussed. The most common fitting problems are illustrated and discussed along with methods of pattern alteration that may be used to solve each problem.

This set of slides will be used in a series of 4-H clothing trainingschools for advisers and leaders to be conducted by the extension clothing specialists in the fall of 1963. After the series of meetings is completed, a set of slides will be made available for each county visual library. Thus each county can have its own set for use with 4-H members, adult homemaker units, and any other group interested in clothing construction.

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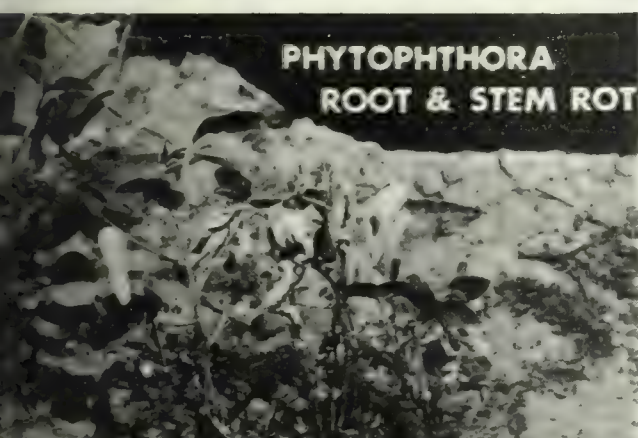
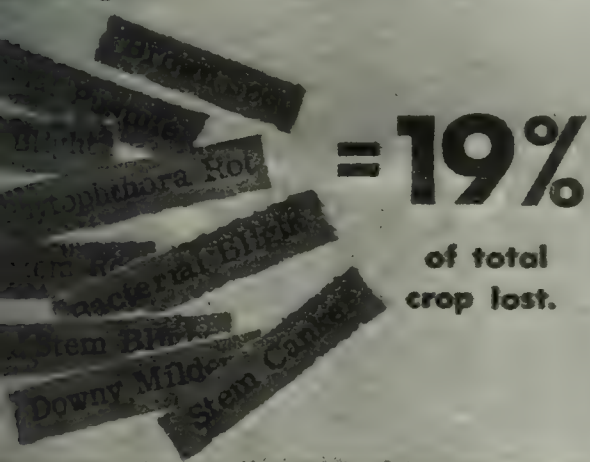
October, 1963

FILM REPORT



FILE UNDER PLANT PATHOLOGY AND AGRONOMY

average annual disease loss to the Illinois
soybean crop (1951-1960)...



**PHYTOPHTHORA
ROOT & STEM ROT**

Plants in low, wet, poorly drained clay
are commonly killed out in a
of the row.



Canker... infections usually occur at a
Control by crop rotation and planting
seed-free seed. No highly resistant
varieties are known.

NOTE: Save film reports in a loose-
leaf notebook for handy reference.

SOYBEAN DISEASES IN ILLINOIS

35 mm. Color Slide Set With 36 Frames

In 1962, 19 percent of the total soybean crop was lost or damaged, causing over a \$71 million loss in Illinois for that year alone. Aimed at highlighting this significant loss, this slide set presents farmers with the latest information on soybean diseases and their control. Each major disease is illustrated to help the farmer identify the sources of crop loss. Control methods and resistant varieties are discussed as efficient ways to increase yield and quality. If soybeans are grown in your area, this slide set will be useful in presenting facts that farmers can use to reduce crop losses and increase yield and quality. Descriptive captions are given on each frame.

SUPPORTING MATERIAL

Each slide set will have with it a teaching outline that gives a list of supporting materials.

TO OBTAIN THIS FILM

A slide set with teaching outline and supporting materials has been made available for the County Extension Visual Library. Persons wanting to use it should contact their county extension office. When not available locally, it may be obtained on loan from AUDIO-VISUAL AIDS, University of Illinois, 704 S. 6th Street, Champaign, Illinois, by payment of a maintenance loan fee.

October, 1963

It Says Here



Help, Help, Help...

Harold Beaty, professor of agricultural engineering who is executive secretary of the Illinois Farm Electrification Council, would like to know what you think about the "Minute Mysteries" mats we sent you recently. Your interest in these mats and information on their use will guide Harold in planning future mats in the series.

If you sent these mats to your local newspaper, would you please send us a clipping of the printed mat and include some idea of the circulation of the publication? Harold needs this information for his report to the IFEC Council.

Successful Workshops...

Technical Services Director Vic Stephen and Photographic Editor Jack Everly report highly successful workshop sessions the afternoon prior to the start of fall conference.

A total of 33 persons took part in the two overhead projections seminar-workshop sessions, while 60 attended the two on photographic trouble-shooting.

Consensus among those attending these workshops seemed to be that they were very worthwhile but not long enough to allow time for digging into the materials as deeply as many would have liked.

Those attending the overhead projection sessions filled out an evaluation sheet. Of the 33 who filled one out, 22 had not used overhead projection before. Of these evaluators, 32 thought the workshop was excellent or good, while 28 said they learned what they had hoped to in the sessions.

Most universal problem encountered from the advisers in the photographic sessions, Jack reports, was film wastage in the use of the Polaroid camera. One reason for this is that Polaroid has stopped making Type 44 film. Use Type 42 (ASA 200) or Type 47 (ASA 3200) instead. Another reason is poor calibration of the equipment. Jack recommends that you choose one type of film and stay with it both indoors and outdoors.

Type 42 is similar to Kodak Tri-X film. It is easier to correctly expose, and it produces a finer grained print than Type 47. It does require flashbulbs indoors.

Edit, Revise, Tighten...

Dealing with the printed word,
Brevity's to be preferred.
Verbiage you should delete;
Cut out the fat but leave the meat.

(That is to say)
My advice,
Be concise.

(What I mean is)
Write
Tight.

(In other words)
Cut!

--Editor and Publisher.

Radio To The Point...

Since a listener cannot fold up a radio program and file it away for future reference, radio works best when you tell a simple story that is easily remembered. It is most effective when your message is short and to the point.--Communications Handbook, Radio #1.

10/30/63

It Says Here

4-H Demonstration Film Ready...

Club Congress Info Packet...

We are planning to send you next week a packet of information about the Illinois delegation to the 1963 4-H Club Congress in Chicago. Farm or home advisers who will have delegates from their counties will also get a picture of their boy or girl.

We will send a similar packet, including pictures of each of the delegates, to all Illinois daily newspapers. The packets will all contain additional information on each of the 4-H judging teams at the International Livestock Exposition and the International Dairy Show.

Since we are sending the packet to daily newspapers, we are looking to farm and home advisers to complete county news coverage through weekly newspapers, county publications and radio and television outlets.

In This Packet...

Enclosed with this packet of materials you will find two multilithed sheets of suggested headings for personal column mats. If you have been needing a new one, all you have to do is fill in the attached order blank and tell us which of the mats you want.

We have decided to use this procedure to cut down the amount of time our art section needs for taking care of your needs for column headings. For instance, once we have made up original art work on this set of headings, it will take only a minimum of time to strip in your name and address and to order a set of mats for your use. Allow us about three weeks to get your order matted.

Three release prints of "Let Me Show You" have been logged in at the Audio-Visual Aids Service, 605½ E. Green St., Champaign, and are ready to go. As you will remember, this is the film with Arlene Wolfram as the hostess which you previewed at Fall Conference. About 50 requests since the conference indicate much interest in the film. Audio-Visual Service will now confirm your requests.

How To Order...

Also enclosed in this packet is a Film Report sheet, "Let Me Show You," which tells how you can get the film from Audio-Visual Aids. There is no charge for the film if you ask for it on your extension letterhead that shows you are a staff member.

If requests are heavy, we will ask that you forward the film directly to the next user when you are finished with it. Please carefully follow directions that come with the film. You will not want to disappoint a co-worker who has scheduled the film for his meeting too.

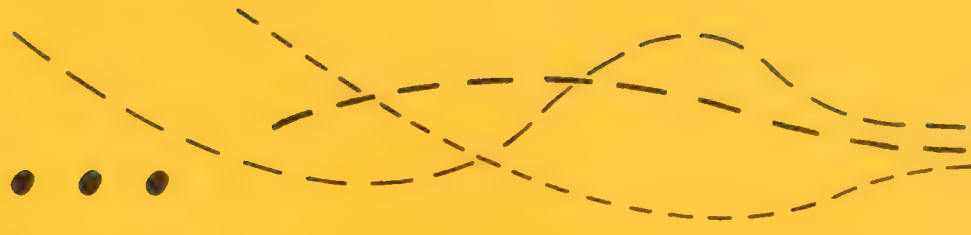
Prof. Tom Boardman, director of Audio-Visual Aids Service, asks that you specify in your request the actual days that you will need the film. His staff will make bookings on the assumption that you will need it only on the days requested and will mail it on by the fastest possible means, preferably parcel post special delivery.

Instructor's Guide...

Attached to the Film Report is an instructor's guide prepared by the 4-H staff to give you clues on how to use the film successfully. Following its suggestions will increase its teaching effectiveness.

11-8-63

It Says Here



County News Mastheads...

At least two farm advisers have worked out attractive new printed mastheads for their county news service.

Winnebago FA Dick Kerr says that his county editors suggested some sort of identification and helped him work out the one he is now using. It is printed in blue ink to attract attention and uses the extension symbol in the upper left corner. It is clearly labeled "News and Information Service" and includes clear identification of the Co-operative Extension Service as a part of the University of Illinois serving adult 4-H and other youth audiences, with the local office address and telephone number. We believe that all of these items of information are essential and can be incorporated into a neat and clear design.

Warren FA Stan Sims is another who has developed a unique design for his county news packet. He has standardized "From Your Farm Adviser's Desk" as the title for his services and has enclosed that statement within two bright red lines for high attention-getting value. A box in the upper left corner states that the page contains a "Farm News Release."

Dress Up Your Service...

For many years we have advocated use of this idea of a printed masthead for your county information service to flag editor attention. If you are supplying quality material, it surely doesn't hurt to advertise it. Your county editors will appreciate your efforts to be as professional in your county information program as you are in the rest of your educational program. Send us copies of your mastheads.

WLBK Uses Extension Survey...

Imagine a 1,000-watt station attracting twice as many listeners as five clear channel stations barely 60 miles away. Yet WLBK-WLBK-FM, DeKalb, is doing just that, according to a promotion leaflet we received this week from Extension's good friend George Biggar, owner of WLBK. What's more, the station's share of the available audience is growing.

These are the facts, George points out, disclosed by the recently completed third annual Communication Survey conducted by the DeKalb County Extension Service. George uses the survey data to prove that an active local station with an alert, talented staff can outdraw the big city "slickers" by tailoring programs to the needs and interests of its audience.

Here Are The Results...

WLBK is the "most listened to" station with 71.6% as compared with 11.0% for its closest competitor. It is tops in market reports by 61.0% to 28.9% in early morning, 48.8% to 13.0% at mid-morning and 62.3% to 33.0% at noon.

For this year's survey, 500 questionnaires were mailed to a random list of DeKalb county farmers. Of the 500 forms, 246, or 49.2%, were filled out and returned.

WLBK has increased its share of audience every year, according to these surveys. In 1961 the first survey rated WLBK "most listened to" by 64.1% of the respondents. This rating increased to 65.3% in the second survey in 1962 and to 71.6% this year.

You can write to DeKalb FA Al Golden for a copy of the complete report if you are interested.

11/14/63

It Says Here ...

Transmittal Letters...

Several farm and home advisers have taken the opportunity to add more information to their transmittal letters than the usual "Here is the material you asked for." See For Your Information letter No. 505, October 1, 1963, for a suggested format for such letters. We believe that saying more than the usual in your transmittal letters will give you a simple and inexpensive way to reach many people with some information about cooperative extension work and to tell them how to get in touch with their county office.

We have seen the transmittal letter that Warren FA Stan Sims adapted for his own needs from that printed letter now used by extension specialists in several departments. He puts out a lot of useful information in a small space with few words. Stan will probably be glad to send you a copy if you ask him for one.

Peoria County Calendar...

In the mail last week we received a copy of the Peoria County Agricultural Extension Program and the winter meeting schedule for 1963-64. Signed by Peoria FA George Perisho on his attractive personalized extension letterhead, the letter said that this advance information was being sent to all leaders in Peoria County in the hope of coordinating the program for the next three or four months.

Enclosed with the letter were two mimeographed pages of dates to remember through next March, with a couple of May and June dates thrown in for good measure. This calendar should help Peoria County residents keep their dates straight.

Plans For 4-H Leaders Meeting...

As she has done for the past several years, Home Economics Radio-TV Editor Jessie Heathman is preparing a packet of materials you will be getting on coverage for the 18th annual State Recognition meeting for volunteer 4-H Club leaders in Springfield on Tuesday, November 26.

When you register your county leaders, you might also sign up to make a tape recording for use by your local radio station. And plan to get Polaroid prints of your group for your county newspapers.

Jessie suggests that you take your own pictures if you can handle a camera. She also suggests that you bring a clean tape with you for recording--several counties have had trouble in the past with non-erased tapes. Jessie will have new 15-minute tapes for sale if you want them. She is counting on you to interview your delegates.

In This Packet...

Enclosed is a copy of the 1963 Citizens Committee of the University of Illinois for your use. If a member of the committee comes from your county, why not get acquainted if you don't already know him or her. This committee is made up of "opinion-forming" citizens who may serve on University committees or work groups and interpret University policy and actions to more people. Perhaps you could collaborate on a story about the importance of an agricultural education or something similar.

11/19/63

It Says Here



Yearbook And Communication...

If you get a copy of the 1963 USDA Yearbook, you might want to take a close look at the article on "Communication: A Matter of Understanding." Authors are A. F. Wileden, rural sociologist, and John Ross, agricultural journalist, both from the University of Wisconsin. Here are some typical quotes:

"We often fail to communicate effectively with one another for at least three reasons: (1) the busy tempo of our life, (2) specialized, narrow-interest groups, and (3) the complex nature of problems that we must solve.... Moreover, people tend to receive only what is acceptable to them.

"In few fields is the lack of effective communication more apparent than in rural-urban understanding...and relationships.... The meeting ground between farm and city is now in two areas...suburbia...(and) the marketplace....

"When the receiver receives an idea, considers it carefully and attempts to apply it to the situation of which he is a part, communication is complete. When rural and urban people recognize and understand each other's situations to the point where ultimate decisions are in terms of the best interest of all, the goal of communication is achieved.--
F.E.S. Editor's Letter

Macon Home Ec In The News...

Two clippings from the Decatur Herald and Review, complete with three-column pictures, show what HA Lula Keller and AHA Carol Sablotny are doing these days. One shows Carol explaining meat dishes to ADC mothers, and the other shows Lula with a poppyseed cake that she made to illustrate a lesson on "flavor magic" in cooking.

County Agent "Calhoun"...

You are all probably aware by now that for the past six months Jackie Cooper and United Artists have been in various stages of planning a television series about a county extension agent. Extension Editor John White and his staff at New Mexico State University, where the location shots are to be made, have been involved in the production plans. Story line for the show along with some details of production have also been discussed with extension people from other states and with the F.E.S. The whole idea could be an excellent public relations piece for extension.

Latest information says that the pilot program in the series is now being shot. The show will be entitled "Calhoun," the name given to Cooper, who plays the agent. Barbara Stanwyck is the home agent, and other guest stars are scheduled for two or three shows. CBS will not release any promotion on the show until next summer and cautions that this is a pilot show, as are several others they have at this same stage for the 1964-65 season. All we can say now is that the series is being planned for next season, but prospects are good that it will survive.

A Sticky Mess...

When your recording tape breaks, do you splice it with recommended splicing tape? If not, better get some right now.

Never use cellophane tape for splicing, says Radio Editor Glen Broom. Its adhesive soon gets gummy and rubs off on the tape and eventually will gum up your tape recorder. The result may be low voice quality and problems caused by your machine going off-speed. In extreme cases it may even stop your recorder.

11/29/63

It Says Here



Myers on WSOY...

Warren Myers, Macon FA, tells us that he now has started a new service by radio over WSOY, Decatur. It is a 30-second message called "Timely Topic of the Day," put on the air between 6:30 and 7:00 a.m. each day. Comments have been good, Warren reports.

Incidentally, he will have completed 14 years of his daily farm show over WDZ, Decatur, in March.

TV Needs Intellectuals...

Marya Mannes, The Reporter staff, in an essay entitled, "The Lost Tribe of Television," quotes Senator Mike Monroney of Oklahoma as saying, "Perhaps I am more ambitious for this vital means of communication than those who render it their professional services. Its potential is so great as an educational medium, as a cultural stimulant, as a door to all the beautiful and thrilling things of the world, it seems to me its horizons are unlimited.... Most people can appreciate the difference in the effect on the lives of their children between a tour of Yucatan's historic ruins and a tour of the assorted saloons which make up the stage set for Tombstone, Arizona."

Says Marya, "If the intellectual continues to ignore or deprecate television, he will pay for it in the end by being unable to pierce the commercial curtain, the miasma of trivia and mediocrity that not only separates him from his own kind but also abandons them to the cheapest use of a great medium. He needs them as much as they need him, and TV can be the link rather than the obstacle to their mutual--and essential--communication." --The Newsletter.

Are You Vexed Visually?...

It is important to evaluate your visuals occasionally to find out whether they are doing what you want them to. Better visuals mean better presentations, which in turn can mean more interesting and effective meetings.

The enclosed item for your Communications Handbook, Visuals 13, "Evaluating Your Visuals," can help you rate those that you use.

If you have ever wondered what type of visual to prepare for a certain meeting, or whether one you already have will be suitable, you have to consider audience size, available equipment and type of meeting place, among other things. The visual presentation check list on the back of the page can help you plan future programs.

As for the value of using visuals instead of words alone, Vic Stephen asks, "Did you ever hear of a good idea going in one eye and out the other?"

One-Minute Quiz...

Here is a quote from a business letter that we think shows considerable evidence of wordiness. It uses 29 words to say something we believe could be said with many fewer words. You are invited to test your skill as an editor and see how few words you can use to say the same thing:

"This is to advise you that we have received your letter of April 14 requesting information on the truck bodies we manufacture, and we are sending you the data."

(We'll print one solution next week.)

12-4-63

It Says Here ...

About Editor Dinners...

Some of you may be wondering how to sponsor a dinner meeting with your county editors, as we so often suggest. Others have had experience with this kind of meeting, and we asked Winnebago FA Dick Kerr and McHenry FA Ralph Burnett to report briefly on their results.

Dick says that his first editors' meeting in 1962 was more successful than the second in 1963, partly because Rockford teams were involved in basketball tournaments at the time of the 1963 meeting. The county agricultural and home economics extension councils sponsored both meetings. Harold Guither, District 1 field editor, represented the University and made a few introductory remarks at both. One of the advisers then reviewed the weekly news services and opened the meeting to discussion.

Editors spoke frankly. Their suggestions were to use more local names, supply more pictures, identify the community from which people come, and use a standard masthead. The advisers have tried to follow their suggestions faithfully.

Counties need more personal contacts with editors, Dick believes. Agriculture has to fight for its share of the news in a highly populated area like Winnebago county. Regularity of service is important as well as quality. The Winnebago advisers have not missed more than four or five weeks in the past eight years in sending the weekly packet of news releases.

Get A Committee...

Fifteen members of the press from nine newspapers, one radio and one TV editor, and 31 members from 17 county agriculturally related agencies attended Ralph

Burnett's last dinner meeting in March, 1962. He says that he did it all himself in 1961 but found a committee much better for the second meeting. The National Farm Loan Association manager, served as chairman, and the assistant farm adviser handled the dinner arrangements.

Each organization paid for its own members and shared the costs of the press members. Cost was about \$3 per person. The program last year was a humorous skit in which six organization representatives visited a news editor; it dramatized the various types of requests made of the press. Each organization had a member at the preplanning meeting, and then the selected committee took over.

Ralph believes such meetings put the advisers on a friendlier basis with the press, radio and TV people and help to impress them with the large number of agriculturally related agencies in each county. The total information job is still not good enough, and this type of meeting should help.

Dairy Weigh-Day Materials...

Please look for Dairy Weigh-Day stories 4 and 5 in this packet. We'll be sending more promotion stories later. This program is moving along smoothly, thanks to your good efforts. Such cooperation can help make the day a smashing success.

Here's One Answer...

One answer to last week's One-Minute Quiz might be written like this:

"Here is the truck body information you requested." (8 words).

How did you do?

12/12/63

January 1963, No. 62

Events Coming Up...

AGRICULTURAL INDUSTRIES FORUM, January 29-30, Garner House. Staff members and industry representatives will discuss current and future trends in the general economy, in agriculture and in marketing dairy products, grain, livestock, poultry and eggs, feed and farm supplies. A special session on rural areas development is also planned. Complete programs will be sent soon.

CUSTOM SPRAY OPERATORS' TRAINING SCHOOL, January 23-24. U. of I. staff members and other nationally known specialists will review latest developments and recommendations in weed, insect and disease control and use of spray equipment.

ILLINOIS SOCIETY OF PROFESSIONAL FARM MANAGERS AND RURAL APPRAISERS, annual meeting, Illini Union Building, January 31--February 1.

BEEF DAYS at Dixon Springs Experiment Station, February 5-6. Staff members will conduct tours of the facilities and report on latest research findings.

SHEEP DAY at Dixon Springs Experiment Station, February 13. The program includes reports on research and planning for future wool pools.

ILLINOIS SWINE DAY, Urbana, March 19.

ILLINOIS CATTLE FEEDERS DAY, Urbana, April 5.

Research in Progress...

(The first four notes on agricultural economics research will be summarized in the January issue of ILLINOIS AGRICULTURAL ECONOMICS.)

Choice of Fertilizer Programs--Agricultural economists have made a comparison between programs based on the concept of "build-up" and maintenance of nutrient levels in the soil and those programs that emphasize fertilization of crops for specific yields.

Tax Burden on Illinois Farmers--Agricultural economists have studied the tax on farm property in terms of the income-producing nature of farm assets. They also have made comparisons with other states.

Water Use Laws--N. G. P. Krausz, Professor of agricultural law, has reviewed the laws relating to surface water use in the fringe area between farms and municipalities. He has found inadequacies for handling drainage and flood control in the fringe area.

U. S. Exports to Europe--Agricultural economist S. C. Schmidt has analyzed the effect of selected factors on imports of foodstuffs into Western Europe. The analysis indicates that the U. S. has not benefited to the same extent as its competitors in the expanding Western European food market.

U. of I. agricultural engineers have completed a study of drainage laws as they relate to agriculture and highways in Illinois. Objective of the study was to compile and analyze the civil laws or "natural drainage" rules followed in Illinois.

Publications Available...

Copies of the proceedings for the recent U. of I. Farmstead Planning and Mechanization Workshop are now available. The 76-page booklet costs \$1.00. Some topics covered in the proceedings are: why mechanize livestock production; design of a mechanized system; livestock shelters; livestock manure handling; and farmstead mechanization equipment. If interested, write to E. F. Olver, 235 Agricultural Engineering Building, U. of I., Urbana, for a copy of the proceedings.

Dec. 62 Illinois Turfgrass Conference Proceedings. 48 pages.

AGRICULTURAL ECONOMICS

- AE-3798 Fact Book for Illinois Agriculture. C. L. Folse and L. A. Duewer.
99 pages.
- AE-3828 Effect of On-Farm Drying on Storage and Quality of Grain. Velmar W. Davis. 6 pages.
- AE-3831 Dairy Marketing Facts for November 1962: What Are the Recent Facts on Milk Production in the United States and in Illinois? Audrey Wagner.
4 pages.
- AE-3832 Economics of Forage Mechanization. Roy N. Van Arsdall. 13 pages.

Current Comments on Egg and Poultry Marketing

No. 9 Price Elasticity of Demand. R. P. Bentz. 2 pages.

Farm Management Facts and Opinions

- No. 265 Time to Get "Tax-Wise!" Fay M. Sims and A. R. Allen. 2 pages.
- No. 266 Investment Credit Means Less Tax for Most Farmers. D. F. Wilken.
2 pages.
- No. 267 Beef-Cow Herds on Illinois Farms. A. G. Mueller and H. G. Russell.
2 pages.

AGRONOMY

Agronomy News

- No. 222 Chemical Rotations. Ellery L. Knake. 1 page.
- No. 223 Alfalfa Varieties for 1963. Ellery L. Knake. 1 page.

ANIMAL SCIENCE

AS-582 Sheep Day Report. 51 pages.

Monthly Poultry Suggestions

10-62 Capillary Worms. S. F. Ridlen and Hugh S. Johnson. 2 pages.

11-62 Take an Interest in Your Interest. Hugh S. Johnson and S. F. Ridlen.
2 pages.

Timely Topics for Farm Advisers

11-62 Advantage of Corn Silage Depends Upon Price of Corn. G. R. Carlisle.
2 pages.

FORESTRY

100 The 1962 Forest Insect Situation in Illinois. R. G. Rennels. 7 pages.

HORTICULTURE

RAM Chemical Weed Control for Vegetable Crops. R. Allen Miller. 10 pages.

PLANT PATHOLOGY

922 Root and Stem Rots of Garden Beans. Malcolm C. Shurtleff and M. B. Linn.
3 pages.

923 Clubroot of Cabbage and Other Crucifers. Malcolm C. Shurtleff and
M. B. Linn. 3 pages.

924 Black Rot of Cabbage and Other Crucifers. Malcolm C. Shurtleff and
M. B. Linn. 3 pages.

925 Powdery Mildew of Vine Crops. Malcolm C. Shurtleff and M. B. Linn.
2 pages.

VETERINARY MEDICINE

No. 4 A New Procedure for Diagnosing Hog Cholera. J. R. Pickard and J. A.
Porter. 5 pages.

Timely Topics

No. 11 Insecticides Recommended for Use Against External Parasites of Cattle,
1962. Norman D. Levine. 6 pages.

No. 12 Insecticides Recommended for Use Against External Parasites of Sheep
and Goats, 1962. Norman D. Levine. 4 pages.

No. 13 Insecticides Recommended for Use Against External Parasites of Swine,
1962. Norman D. Levine. 2 pages.

- No. 14 Insecticides Recommended for Use Against External Parasites of Poultry, 1962. Norman D. Levine. 3 pages
- No. 15 Control of House Flies and Stable Flies--1962 Recommendations. Norman D. Levine. 2 pages.
- No. 16 Control of Chiggers and Ticks on Infested Land--1962 Recommendations. Norman D. Levine. 2 pages.
- No. 17 Precautions to the User of Insecticides. J. R. Pickard and J. A. Porter. 4 pages.

PHOTOS AVAILABLE:

- 62B-251 Demonstration unit for showing problem areas in milking machine handling and care. U. of I. dairy scientists developed the apparatus to illustrate some of the most common causes of trouble with the milking machine.
- 62A-118-4 Beef automation setup on the U. of I. South Farms.

FARM EDITORS' ORDER SHEET

(If you would like any of this month's listings, please return to address below by January 18.)

Harold D. Guither
Acting Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

January 1963, No. 62

Please send me the items circled below:

Proceedings: Dec. 62

AGRICULTURAL ECONOMICS: AE-3798, AE-3828, AE-3831, AE-3832

Current Comments on Egg and Poultry Marketing: No. 9

Farm Management Facts and Opinions: 265, 266, 267

Agronomy News: 222, 223

ANIMAL SCIENCE: AS-582

Monthly Poultry Suggestions: 10-62, 11-62

Timely Topics for Farm Advisers: 11-62

FORESTRY: 100

HORTICULTURE: RAM

PLANT PATHOLOGY: 922, 923, 924, 925

VETERINARY MEDICINE: No. 4

Timely Topics: 11, 12, 13, 14, 15, 16, 17

PHOTOS AVAILABLE: 62B-251, 62A-118-4

Remarks _____

Name _____ Publication _____

Address _____

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February 1963, No. 63

Events Coming Up...

BEEF DAYS at Dixon Springs Experiment Station, February 5-6. Staff members will conduct tours of the facilities and report on latest research findings.

SHEEP DAY at Dixon Springs Experiment Station, February 13. The program includes reports on research and planning for future wool pools.

ILLINOIS SWINE DAY, March 19, will be held in the new U. of I. Assembly Hall. The tentative program includes research reports on gamma globulin injections for baby pigs; space allotments for growing-finishing pigs on slotted floors; levels of fish meal in rations for early-weaned pigs; environmental temperatures for sows, and limited feeding of finishing pigs. The animal science department plans to release a new circular on balancing swine rations. Equipment manufacturers will also display some of their newest products in the exhibit concourse. Completed program details will be released in a few weeks.

ILLINOIS CATTLE FEEDERS DAY, Urbana, April 5.

Research in Progress...

EXPLORATORY STUDIES AT THE U. OF I. DIXON SPRINGS EXPERIMENT STATION show that it may be feasible to grow corn on a sod prepared by spraying with a pre-emergence herbicide.

Corn in the experiment was planted in 40-inch rows at the rate of 15,000 kernels per acre. A special adaptation to a conventional corn planter put the seed--uncovered--into a narrow trench two inches deep in the killed sod. Corn on the sod produced 88 bushels per acre, but germination was only 80 percent. Corn from conventionally tilled plots produced 110 bushels per acre.

Research on this "plant and pick" preparation will continue at Dixon Springs and other U. of I. experiment fields.

PAST AND PRESENT U. OF I. HORTICULTURE RESEARCH under the direction of A. E. Thompson should make it possible to produce tomato varieties with high pigment-crimson characteristics that develop superior red color under normal conditions and even good color under adverse conditions.

The research should also make it possible to spread tomato harvesting over a longer period and still have acceptable color in processed tomato products. This would be of considerable value for tomatoes adapted to mechanical or "one-shot" harvesting. Thompson is also working on an improved green sweet pepper that will replace Illinois 6, presently the most outstanding recommended variety.

SLOTTED FLOOR RESEARCH on the U. of I. Moorman Swine Breeding Research Farm has ag engineers and animal scientists studying gases produced in the breakdown of organic matter in water-filled manure pits. This research will lead to a more advanced study aimed at finding what levels of gases affect production or become toxic to swine.

U. OF I. AG ENGINEERS have stored about 165 bushels of dry shelled corn on the ground in a 16 x 50 foot sheet of polyethylene film. Maximum depth of the corn is three feet. It covers an area about 6 x 45 feet. The remainder of the plastic is used to cover the corn, with the edges joined and buried in a shallow trench to seal the storage. The researchers expect rodents to be a problem.

Publications Available...

Vol. 5, No. 1 Illinois Research (Winter, 1963). Illinois Agricultural Experiment Station. 20 pages.

Bulletin 688 Effects of Lender Decisions on Farm Financial Planning. (Some solutions to problems arising from credit limitations set by commercial lenders.) G. D. Irwin and C. B. Baker. 27 pages.

Circular 856 Weed Control in Field Crops. E. L. Knake and F. W. Slife. 23 pages.

AGRICULTURAL ECONOMICS

AE-3837 Burden of Property Taxes on Illinois Agriculture. R. G. F. Spitze and W. H. Heneberry. 19 pages.

AE-3844 Lessons to Be Learned From Agricultural Policies of Other Countries. T. A. Hieronymus. 10 pages.

AE-3846 Illinois Farms and Interstate Highways, 1963, N. G. P. Krausz. 6 pages.

AE-3849 Major Issues in Agricultural Policy. Harold G. Halcrow, L. H. Simerl, L. F. Stice, and J. H. Schweitzer. 46 pages.

AE-3851 Digest of Federal Laws Related to Agriculture Passed in 1962. N. G. P. Krausz. 7 pages.

AE-3855 Costs and Returns in the Egg Business. Hugh S. Johnson and S. F. Ridlen. 4 pages.

Current Comments on Egg and Poultry Marketing

No. 10 What Price Eggs? R. P. Bentz. 2 pages.

Economics for Agriculture

MKTG 35 Dual Grading of Beef. M. B. Kirtley. 2 pages.

MKTG 36 Changes During 1961 in Livestock Numbers Among Areas in Illinois. R. J. Mutti. 2 pages.

TA 14 Landlord and Tenant Returns, 1961. F. J. Reiss. 4 pages.

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Farm Management Facts and Opinions

- No. 268 Management Practices for Successful Beef-Cow Herd Operations. A. G. Mueller and G. R. Carlisle. 2 pages.
- No. 269 Is Your Net Worth Going Up? J. M. Holcomb. 2 pages.

AGRICULTURAL ENGINEERING

- 1-15 Slotted Floors for Swine. E. L. Hansen. 10 pages.
- 1-16 Swine Housing Research. E. L. Hansen. 7 pages.

AGRONOMY

- SRA The Influence of Fertilizers on Corn Quality. Samuel R. Aldrich. 3 pages.
- JAN Summary of Presentations at Fifteenth Illinois Custom Spray Operators' Training School. 96 pages.

Agronomy Facts

- M-37 Plant Respiration. J. B. Hanson. 5 pages.
- SM-27 Soil Compaction by Farm Machinery. T. D. Hinesly. 5 pages.

Agronomy News

- No. 224 Plan Ahead for an Efficient Farm Business. Lloyd J. McKenzie. 2 pages.

ANIMAL SCIENCE

Illinois Lamb Feeders

- 12-27 Results of Some Experimental Work Reported at 1962 Illinois Sheep Day. D. E. Walker. 3 pages.

Monthly Poultry Suggestions

- 12-62 What's Best--Cages or Floors? Hugh S. Johnson and S. F. Ridlen. 2 pages.

Timely Topics for Farm Advisers

- 12-62 Old Corn Just as Good Feed as New Corn for Hogs; Self-Feeding a Palatable Supplement to Hogs Is Possible; Feed Waste Can Be Important Cost of Hog Production. G. R. Carlisle. 1 page.
- 1-63 Comfort Makes a Difference in Cattle Gains; Protection From Cold Improves Hog Gains Too. G. R. Carlisle. 1 page.

HORTICULTURE

JWC 1962 Fresh Market Tomato Variety Trials. J. W. Courter. 7 pages.

VETERINARY MEDICINE

No. 5 Radioactive Iodine in Milk. J. R. Pickard and J. A. Porter. 3 pages.

PHOTOS AVAILABLE:

63 X Series of eight photos depicting extension in action. The photos originally appeared in the 16-page booklet, DIMENSIONS OF EDUCATION FOR ACTION. Copies of the booklet also are available on request.

FARM EDITORS' ORDER SHEET

(If you would like any of this month's listings, please return to address below by February 18.)

Harold D. Guither
Acting Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

February 1963, No. 63

Please send me the items circled below:

Publications: Vol. 5, No. 1; Bulletin 688; Circular 856

AGRICULTURAL ECONOMICS: AE-3837, AE-3844, AE-3846, AE-3849, AE-3851, AE-3855

Current Comments on Egg and Poultry Marketing: No. 10

Economics for Agriculture: MKTG 35, MKTG 36, TA 14

Farm Management Facts and Opinions: No. 268, No. 269

AGRICULTURAL ENGINEERING: 1-15, 1-16

AGRONOMY: SRA, JAN

Agronomy Facts: M-37, SM-27

Agronomy News: No. 224

Illinois Lamb Feeders: 12-27

Monthly Poultry Suggestions: 12-62

Timely Topics for Farm Advisers: 12-62, 1-63

HORTICULTURE: JWC

VETERINARY MEDICINE: No. 5

PHOTOS AVAILABLE: 63 X

Remarks _____

Name _____ Publication _____

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March 1963, No. 64

Events Coming Up...

ILLINOIS SWINE DAY, March 19, will be held in the University auditorium, not in the assembly hall as announced last month. Machinery and equipment exhibits are planned for the stock pavilion from 8 to 9:45 a.m. and from 3 to 5 p.m. after the formal program. Research reports will include findings on gamma globulin injections for baby pigs, space allotments for pigs on slotted floors, fishmeal in rations for early-weaned pigs, environmental temperatures for sows, and limited feeding for finishing pigs. The afternoon program will include a report on hog price prospects and a panel on swine buildings.

ILLINOIS BANKERS AGRICULTURAL CONFERENCE, April 3 and 4, will be held in the Illini Union Building. Discussion topics include 1963 outlook, public relations in country banks, projections for Illinois agriculture in the 1970's, the need for well-trained young men in agriculture, financing family farms, intermediate credit, and the future of farm lending. One session will be devoted to study of actual dairy-hog, beef-hog, and grain farms to see how the business volume can be expanded with borrowed money.

ILLINOIS CATTLE FEEDERS DAY, April 5, begins at 9:30 a.m. with a tour of the beef farms to see current research projects under way. The K-40 counter (see research in progress) will be shown to the public for the first time. During the afternoon program in the auditorium, animal scientists will report on their findings in these tests: effect of heavy fertilization on feeding value of corn silage; effect of nitrate in hay and silage rations; and comparison of hay and haylage for steers receiving limited and full feedings of high-moisture corn. A cattleman will present his views on beef herds in Illinois, and L. H. Simerl will present the latest beef cattle outlook.

Research in Progress...

Meat animal measurement--Animal scientists are now testing an instrument called a K-40 counter that they hope will measure precisely the amount of muscle and fat in a live meat animal. This apparatus was built to measure the naturally occurring radioactive potassium in the animal. Since the muscle contains larger amounts of potassium than the fat or other parts of an animal, this device could have a significant impact on the future of livestock breeding and the quality of meat products available to consumers.

Publications Available...

- B-689 Timber Products Marketing in the Claypan Region of Illinois. I. I. Holland. 40 pages.
- B-691 The Relationship Between Central Market Egg Reports and Producer Prices in Selected North Central States. J. R. Roush et al. 55 pages.

C-858 Landscaping Your Home. William R. Nelson. 151 p. For sale only. \$2.00 (\$1.92 plus 8¢ tax).

C-859 Performance of Commercial Corn Hybrids in Illinois, 1960-62. G. L. Ross, W. D. Pardee, Earl R. Leng. 28 p.

AGRICULTURAL ECONOMICS

AE Bulletin No. 4 Marketing of Sterilized Milk Products (papers in dairy marketing presented at the Agricultural Industries Forum, Jan. 30-31, 1962). 54 pages.

AE Bulletin No. 5 Economies Necessary for Survival in Milk Distribution (papers in dairy marketing presented at the Agricultural Industries Forum, Jan. 30-31, 1962). 62 pages.

AE-3856 Market Prices of Illinois Hogs. Albert G. Madsen. 4 pages.

AE-3860 Brief Relative to Compensatory Payments and the Integration of Other Source Milk Into Proposed Regulation. R. W. Bartlett. 5 pages.

AE-3861 Potential Expansion of Sales of Fluid Milk as Related to Demand Elasticities. R. W. Bartlett. 19 pages.

AE-3862 History of Land Use in the Watersheds of Reservoirs in the Claypan Soils Area of Southern Illinois. V. W. Davis and C. E. Harshbarger. 27 pages.

AE-3863 The Structure of American Agriculture. George L. Mehren. 13 pages.

AE-59 The Extent and Location of Grain Banking and Custom Milling in Illinois. R. J. Mutti. 13 pages.

1-63 Illinois Agricultural Economics. Vol. 3, No. 1, January, 1963.

Current Comments on Egg and Poultry Marketing...

No. 11 The Price Relationship Between Egg Markets. R. P. Bentz. 2 pages.

Farm Management Facts and Opinions...

No. 270 Philosophies Behind Farm Programs. Harold G. Halcrow. 2 pages.

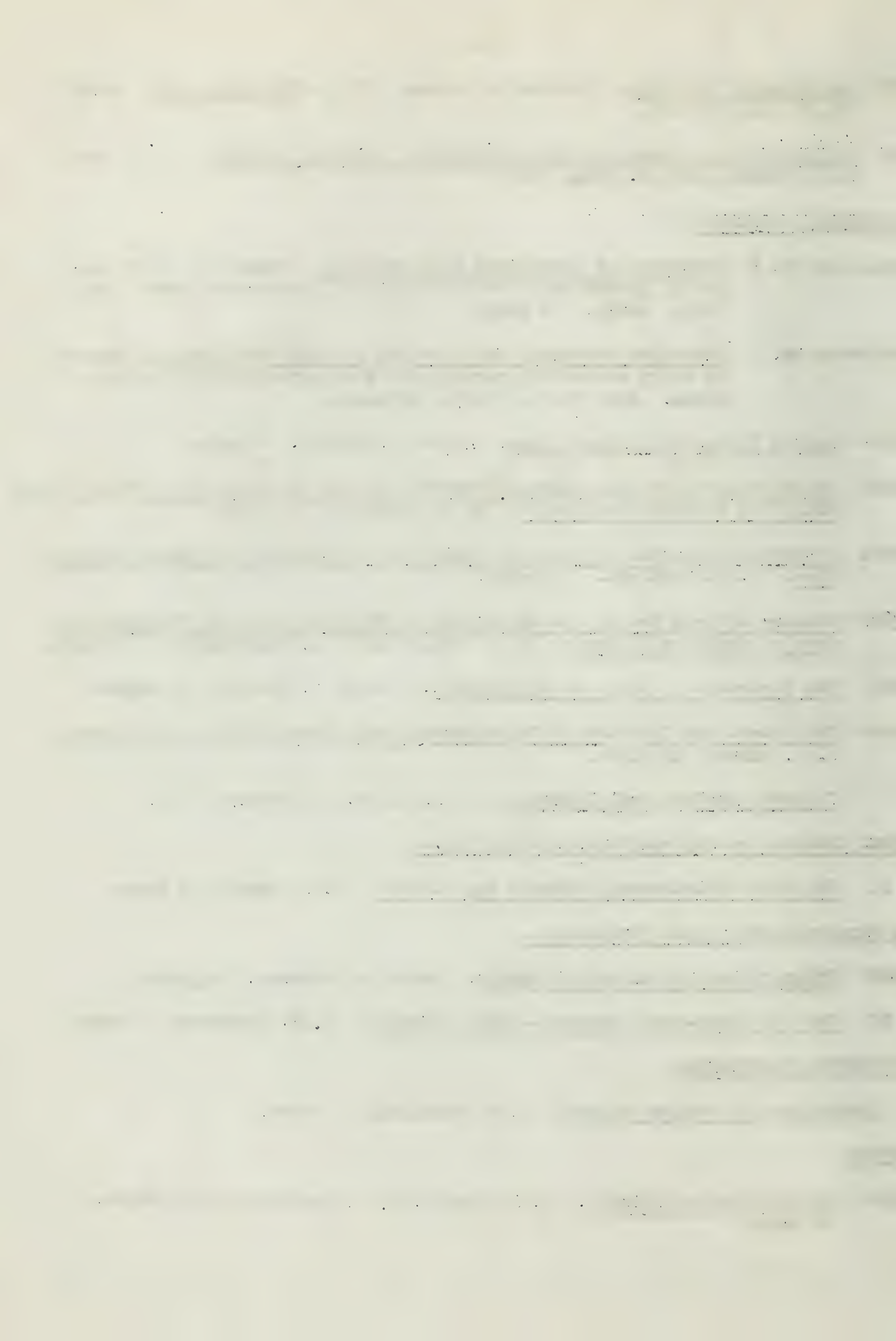
No. 271 The 1963 Feed-Grain Program--Shall I Comply? W. N. Thompson. 2 pages.

AGRICULTURAL ENGINEERING

AJM Insulation for Poultry Houses. A. J. Muehling. 8 pages.

AGRONOMY

AG-1892 Spring Oats in Illinois. W. D. Pardee, W. O. Scott, and C. M. Brown. 10 pages.



Agronomy Facts...

C-30 High-Oil Corn. D. E. Alexander. 2 pages.

SF-72 Role of Organic Matter in Soil. F. J. Stevenson. 3 pages.

ANIMAL SCIENCE

1-63 Timely Sheep Topics. D. E. Walker. 1 page.

2-63 Current Research Findings on Haylage. T. R. Greathouse. 13 pages.

AS-583 Haylage and Hay for Yearling Steers Full-Fed or Limited-Fed on High-Moisture Corn. A. L. Neumann, J. E. Zimmerman, and B. C. Breidenstein. 4 pages.

Farm Flock Owners...

2-63 Dock lambs when they are one to two weeks old; some formulas for pelleted creep rations; antibiotics show beneficial results in recent experiments; and locate lamb creeps close to bedding area for the ewe flock. D. E. Walker. 1 page.

Timely Topics for Farm Advisers...

2-63 Hand-feed bred sows; push lambs for early markets. D. E. Walker. 1 page.

FORESTRY

101 Predicting Yields of Loblolly Pine Plantations in Southern Illinois From Soil Characteristics. A. R. Gilmore. 11 pages.

102 Diameter Growth of Shortleaf Pine in Southern Illinois for Five Years Following Fertilization. A. R. Gilmore and W. R. Boggess. 3 pages.

103 Preservative Treatment of Fence Posts by Cold-Soaking in Pentachlorophenol—Fuel-Oil Solutions. C. S. Walters and K. R. Peterson. 4 pages.

104 Preservative Treatment of Fence Posts With Toxic Solutions. C. S. Walters and K. R. Peterson. 4 pages.

PLANT PATHOLOGY

203 Common Corn Smut. Malcolm C. Shurtleff and A. L. Hooker. 2 pages.

204A Agronomic Characteristics of Corn Inbreds and Their Reaction to Leaf Blights and Stalk Rot. A. L. Hooker, Clarion B. Henderson, and D. E. Yates. (Supplement to 204 which was released in 1962.) 13 pages.

205 Corn Ear Rots. Malcolm C. Shurtleff and A. L. Hooker. 5 pages.

302 Root and Crown Troubles of Alfalfa. Malcolm C. Shurtleff and J. W. Gerdemann. 3 pages.

402 Turfgrass Disease Control. Malcolm C. Shurtleff and M. P. Britton. 5 pages.

- 910 Bacterial Spot of Pepper and Tomato. M. B. Linn and Malcolm C. Shurt-
(revised) leff. 3 pages.
- 928 Scab of Cucumber and Other Vine Crops. Malcolm C. Shurtleff and M. B.
Linn. 2 pages.
- 1002 Modern Fungicides and Their Uses. Malcolm C. Shurtleff, Dwight Powell,
and M. P. Britton. 6 pages.

PHOTOS AVAILABLE

- 63A-10-12 K-40 counter now being tested by University of Illinois animal scientists
to measure the amount of muscle and fat in a live meat animal.
(2 photos)
- 63-B-21-2 Gamma globulin injections in baby pigs demonstrated. Animal scientist
B. G. Harmon discusses this topic at March 19 Swine Day.
- 63B-21-X Pigs on slotted floors. Animal scientist A. H. Jensen reports research
findings on space requirements for growing-finishing pigs on slotted
floors at Swine Day, March 19.

FARM EDITORS' ORDER SHEET

(If you would like any of this month's listings, please return to address below by March 18.)

Harold D. Guither
Assistant Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

March 1963, No. 64

Please send me the items circled below:

Publications: B-689, B-691, C-858, C-859

Agricultural Economics: AE#4, AE#5, AE-3856, AE-3860, AE-3861, AE-3862, AE-3863
AERR-59, 1-63

Current Comments on Egg and Poultry Marketing: No. 11

Farm Management Facts and Opinions: No. 270, No. 271

Agricultural Engineering: AJM

Agronomy: AG-1892

Agronomy Facts: C-30, SF-72

Animal Science: 1-63, 2-63, AS-583

Farm Flock Owners: 2-63

Timely Topics for Farm Advisers: 2-63

Forestry: 101, 102, 103, 104

Plant Pathology: 203, 204A, 205, 302, 402, 910, 928, 1002

Photos Available: 63A-10-12, 63B-21-2, 63B-21-X

Remarks _____

Name _____ Publication _____

Address _____

SJT:HDG:mc

AMERICAN MEDICAL ASSOCIATION

PUBLISHED WEEKLY

CHICAGO, ILL., U.S.A.

VOLUME 100

NUMBER 1

JANUARY 1, 1917

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April 1963, No. 65

Events Coming Up...

ILLINOIS CATTLE FEEDERS DAY, April 5, begins at 9:30 a.m. with a tour of research in progress at the Beef Farm. Research reports and a discussion of non-feed costs in cattle feeding and price outlook are scheduled during the afternoon in the University auditorium.

FAMILY CAMPING SHOW, May 25-26 in Illini Grove on the south campus features demonstrations, talks and equipment displays in all phases of family camping.

Lipid Symposium for Dedication of the Burnsidess Research Laboratory, June 16, 17 and 18. High-level conference featuring 28 renowned research scientists. Speakers and topics include: Dr. Theodore B. VanItallie, Director of Medicine, St. Luke's Hospital, New York, CLINICAL MANIFESTATIONS OF HEART DISEASE, and Dr. Henry C. McGill, School of Medicine, Louisiana State University, THE NATURAL HISTORY OF HUMAN ATHEROSCLEROSIS. Registration and Open House will be held at the new Burnsidess Research Laboratory.

Other events coming up, dates for your calendar:

June 11, Agronomy Field Day, Brownstown Research Center, Fayette County

June 12, Agronomy Field Day, Carlinville Experimental Field

June 13, Agronomy Field Day, Toledo Experimental Field

June 14, Agronomy Field Day, Newton Experimental Field

June 20, Agronomy Field Day, U. of I. South Farm, Urbana

July 1, Agronomy Field Day, DeKalb Research Center, DeKalb County

Research in Progress...

Ridge Planting--U. of I. agronomists will be taking another look at ridge planting at the Brownstown Experiment Field this year. With claypan and other soils where surface and internal drainage is poor, heavy spring rains often drown corn seedlings planted on level ground. Ridge planting provides the seedling with a higher soil temperature, so the corn plant gets off to an early start. Fertilizer will be broadcast and disked before planting time. With the equipment now available, agronomists will be able to plant and ridge in one operation. They plan to compare herbicide and cultivation to control weeds. Cultivation will be done with a special cultivator that keeps ridges intact throughout the growing season.

Sugar Beets--Last year's limited experimental work with sugar beets showed--from the agronomic standpoint--that Illinois farmers could grow beets successfully. This year U. of I. agronomists W. D. Pardee and P. E. Johnson will investigate yield- and sugar-increasing factors that result in high production of sugar per acre.



CHICAGO, ILL.

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"High-oil" corn lines, which last year produced over 140 bushels per acre, will be compared side by side with existing commercial hybrids for yield and other factors. While these lines lack refinement, they show promise. Lines presently being tested contain 50 percent more oil than most commercial hybrids now available.

Sheep on Slotted Floors--Dr. M. E. Mansfield, veterinarian at the Dixon Springs Experiment Station, is raising sheep on slotted floors in an effort to develop a flock of Hampshire sheep free of internal parasites.

U. of I. agricultural engineers are now working to measure the performance of small full-screen hammer mills and small-sized roller mills used to prepare livestock feeds. The U. of I. researchers are checking mill performance at different levels of grain moisture content and rate of grinding through 1/8, 1/4, 3/8 and 1/2 inch screens. Fineness and uniformity of grinding are also being checked. Comparable tests will be made on the roller mill.

Publications Available...

- B-692 Organization and Operation of Illinois Grain Processors, Terminal Elevators and Subterminal Elevators. D. A. Storey. 23 pages.
- C-863 Camping Grounds; A Farm Recreation Business Opportunity. E. H. Regnier and K. F. Munson. 2 pages
- C-864 Pest Control in Commercial Fruit Plantings. Dwight Powell, Ronald H. Meyer and Frank W. Owen. 51 pages.
- C-866 Balancing Swine Rations; The Illinois System of Swine Nutrition. D. E. Becker, A. H. Jensen and B. G. Harmon. 32 pages.
- FI#1 Strawberries Spray and Dust Guide. 2 pages.

AGRICULTURAL ECONOMICS

- AE-3873 Financing Expansion in Cattle Feeding on Corn-Belt Farms. George C. Bates. 6 pages.
- AE-3880 The Soybean Situation and Outlook. T. A. Hieronymus. 8 pages.
- AERR-61 Rural Taxation Problems. Papers presented at a seminar sponsored by the North-Central Land Tenure Research Committee and the Farm Foundation in Chicago, November 1962. 39 pages.

Current Comments on Egg and Poultry Marketing...

- No. 12 Price Spreads for Grade A Large Eggs. R. P. Bentz. 2 pages.

Farm Management Facts and Opinions...

- No. 272 Rates of Return on Fertility Program Costs. W. N. Thompson. 2 pages.
- No. 273 Effect of Crop Combinations on Yield Risks. Earl R. Swanson. 2 pages.

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AGRONOMY

AG-1893 Legume-Grass Drill Box Survey. W. O. Scott and W. D. Pardee. 7 pages.

IFC Proceedings of Illinois Fertilizer Conference. 47 pages.

Agronomy Facts...

M-39 Effect of Temperature on Plant Growth. Leonard Beevers. 3 pages.

SM-27 Soil Compaction by Farm Machinery. (This is a corrected copy to replace the one offered to you in February.) T. D. Hinesly. 5 pages.

Agronomy News...

No. 225 1963 Crop Variety Recommendations for Spring Planting in Illinois. W. D. Pardee. 2 pages.

No. 226 Do Micronutrients Pay on Corn? S. R. Aldrich. 2 pages.

ANIMAL SCIENCE

AS-585 Suggestions for Trimming and Showing Sheep. Richard H. Simms. 3 pages.

SD Summary of Proceedings at Swine Day, March 1963.

CFD Summary of Proceedings at Cattle Feeders Day, April 1963.

Illinois Lamb Feeders...

2-15 Feeding Management; Lambs on Feed; Red Meat Surplus? No!; Illinois-Indiana Sheep Council. E. E. Hatfield. 2 pages.

Livestock Management...

2-26 Yearling Steers on Ration Containing 10.7% Protein; Feeding Aureomycin; Calves Wintered on Direct-Cut Alfalfa and Shelled Corn. G. R. Carlisle. 2 pages.

FORESTRY

105 Effect of Site and Thinning Intensity on Growth and Yield of Shortleaf Pine Plantations in Southern Illinois. W. R. Boggess, L. S. Minckler and A. R. Gilmore. 7 pages.

PIANT PATHOLOGY

109 Crown Rust of Oats. Malcolm C. Shurtleff and W. M. Bever. 4 pages.

110 Leaf Rust of Wheat. Malcolm C. Shurtleff and W. M. Bever. 3 pages.

929 Fusarium Wilt or "Yellows" of Tomato. Malcolm C. Shurtleff, M. B. Linn, J. S. Vandemark and J. W. Courter. 3 pages.

- 931 Onion Leaf Blights (Downy Mildew, Blast and Purple Blotch). Malcolm C. Shurtleff and M. B. Linn. 4 pages.
- 934 Asparagus Rust. Malcolm C. Shurtleff and M. B. Linn. 2 pages.
- 1100 Instructions for Collecting and Shipping Soil Samples for Nematode Determination. Donald P. Taylor and Malcolm C. Shurtleff. 3 pages.

VETERINARY MEDICINE

- No. 6 Information on Rabies in Illinois in 1962. 6 pages.

PHOTOS AVAILABLE

- 63B34--New beef plan book available shows Don Jedele and Art Muehling looking over new book.
- 63B19--Young homemaker at meats counter as portrayed on cover of Swine Day Report. Other photos on cover are available upon request.
- 63B48--Earl Leng compares single-cross and double-cross hybrids.

FARM EDITORS' ORDER SHEET

(If you would like any of this month's listings, please return to address below by April 22.)

Harold D. Guither
Assistant Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

Please send me the items circled below:

Publications: B-692, C-863, C-864, C-866, FL #1

AGRICULTURAL ECONOMICS: AE-3873, AE-3880, AERR-61

Current Comments on Egg and Poultry Marketing: No. 12

Farm Management Facts and Opinions: No. 272, No. 273

AGRONOMY: Ag-1893, IFC

Agronomy Facts: M-39, SM-27

Agronomy News: No. 225, No. 226

ANIMAL SCIENCE: AS-585, SD, CFD

Illinois Lamb Feeders: 2-15

Livestock Management: 2-26

FORESTRY: 105

PLANT PATHOLOGY: 109, 110, 929, 931, 934, 1100

VETERINARY MEDICINE: No. 6

PHOTOS: 63B-34, 63B-19, 63B-48

Remarks _____

Name _____ Publication _____

Address _____

May 1963, No. 66

Events Coming Up...

FAMILY CAMPING SHOW, May 25-26, in Illini Grove on the south campus features demonstrations, talks and equipment displays in all phases of family camping.

FARM MACHINERY DAY, May 28, in 150 Veterinary Medicine Building. Program is planned for implement dealers. Featured talks include THE AGRICULTURAL MECHANIZATION CURRICULUM, CHANGING PRACTICES IN GROWING ROW CROPS and USE AND MISUSE OF SHOP DYNAMOMETERS. Afternoon session will feature tours of the Agricultural Engineering Research Farm and a demonstration of minimum-tillage planting.

35TH ANNUAL ILLINOIS STATE FFA CONVENTION, June 11-13, will be held in the new U. of I. Assembly Hall.

DEDICATION OF THE BURNSIDES RESEARCH LABORATORY, June 16, 17 and 18. High-level lipid symposium featuring 28 renowned research scientists. Registration and open house will be held at the new Burnsidess Research Laboratory.

U. OF I. AGRONOMY DAY, June 20, features tours of the U. of I. research farms and question-and-answer sessions with agronomy specialists.

Research in Progress...

Silages for steers--Regular corn silage, dwarf corn silage, thickly planted corn for silage and hybrid grain sorghum silage are being fed to determine further the advantages or disadvantages of each type of forage.

Timing of beef calf crop--The fourth year of a five-year study is now under way. Four herds of cows are calving on October 15, December 1, January 15 and March 1 to determine the effects of different timing and also the effects of creep feeding at each calving period. Under open-range conditions and limited shelter on the Dixon Springs Station, the March 1 date calving seems to produce a larger calf crop and more beneficial results from creep feeding.

Lamb feeding--Researchers are continuing studies to determine the nutritive requirements of early-weaned lambs, to investigate systems of lamb management and to attempt to utilize more roughage in the lamb ration.

Extended-time drying of high-moisture corn--a slow grain-drying system that would require smaller, less expensive blowers and heat sources--is under study at the U. of I. Agricultural engineers have developed an experimental extended-time corn drying unit that has successfully dried 23-percent-moisture corn treated with a chemical mold inhibitor to 10-percent moisture in 12 days.

Preventing heat in feedlot heifers--George Cmarik and Frank Hinds have injected heifers with a synthetic progestin to prevent their coming in heat and possibly stimulate growth to improve their performance in the feedlot.

Synchronizing ewes for breeding--Frank Hinds and P. J. Dziuk plan to feed a synthetic progestin to ewes this spring to find out whether a group of ewes can be bred outside the regular breeding season. This work follows previous research in studying reproductive activity of ewes.

Publications Available...

- B-690 Remodeling the Bungalow Farmhouse. K. H. Hinchcliff, E. L. Hansen and D. G. Jedeke. 27 p. For Sale Only (\$1.00 plus 4¢ sales tax).
- C-816 Illinois Vegetable Garden Guide. N. F. Oebker, M. P. Britton and (revised) W. H. Luckmann. 56 pages.
- C-860 Law for the Illinois Farmers. N. G. P. Krausz and H. W. Hannah. (revised)
- C-862 Ventilation for Swine. D R. Daum and F. W. Andrew. 12 pages.
- C-865 Feeder Pig Production in Illinois. T. R. Greathouse and G. R. Carlisle. 20 pages.
- ES-1748 Survival on the Farm. O. L. Hogsett. 12 pages. (revised)

AGRICULTURAL ECONOMICS

- AE-3879 Proceedings of the Fifth Agricultural Industries Forum--Grain Marketing (held January 29-30, 1963). 43 pages.
- AE-3883 How Much Is a Fair Rent for Your Farm? F. J. Reiss. 10 pages.
- AE-3891 Proceedings of the Fifth Agricultural Industries Forum--General Sessions and Summaries of Special Sessions (held January 29-30, 1963). 42 pages.
- AE-3896 Prospects for United States Wheat Exports. S. C. Schmidt. 16 pages.
- AE-3894 The 1963 Wheat Referendum. A. R. Allen, D. E. Erickson, H. G. Halcrow, L. H. Simerl, L. F. Stice, W. N. Thompson and J. E. Wills. 29 pages.
- AERR-63 Labor Used for Agricultural Production; An Attempt at a Fresh Approach to Productivity in Agriculture. F. Dovring. 9 pages.
- HGH Projections for Illinois Agriculture in the 1970s (summary of comments presented at 17th annual Illinois Bankers' Agricultural Credit Conference, U. of I., April 3, 1963). 7 pages.

Economics for Agriculture...

- FM 20a Livestock Costs and Returns Under Alternative Resource Situations, 1955-60. R. A. Hinton. 4 pages.

Farm Management Facts and Opinions...

- 63-1 Make '63 Accident-Free. J. E. Wills. 2 pages.
- 63-2 Can Laying Flocks Compete for Farm Resources? J. E. Wills. 2 pages.

- 63-3 Keep Your Cattle Lots Topped Out. D. F. Wilken. 2 pages.
- 63-4 Management Considerations for the 1964 Wheat Program. D. E. Erickson.
2 pages.

AGRICULTURAL ENGINEERING

- TM 21 Agitation Requirements for Insuring Uniform Application. Wendell Bowers.
4 pages.
- IEEE Metering High-Moisture Corn From Storage. D. R. Daum, H. B. Puckett and
E. F. Olver. 9 pages (presented at Rural Electrification Conference).

AGRONOMY

- AG-1895 Soybean Varieties in Illinois for 1963. W. D. Pardee and W. O. Scott.
13 pages.

Agronomy Facts...

- C-31 Breeding for Disease-Resistant Corn. A. L. Hooker. 2 pages.

Agronomy News...

- 227 Pre-Emergence Herbicides--Granular or Liquids? W. D. Pardee. 1 page.
- 228 Rainfall and Yields. W. D. Pardee. 2 pages.
- 229 Soil Compaction by Farm Machinery. T. D. Hinesly. 2 pages.
- 230 Results of 1962 Sugar Beet Trials in Illinois. W. D. Pardee. 2 pages.
- 231 What About Single-Cross Corn Hybrids? W. D. Pardee. 3 pages.
- 232 Reduced Tillage on Fall-Plowed Corn Land. T. D. Hinesly. 2 pages.
- 233 Have You Tried "Super-Sweet" Corn? W. D. Pardee. 2 pages.
- 234 Early Control Best for Early Weeds! Ellery Knake. 2 pages.
- 235 Avoiding Soil Residues With Pre-Emergence Herbicides. Ellery Knake.
2 pages.
- 236 M. D. Thorne Becomes New Head of Agronomy Department. W. D. Pardee.
1 page.

ANIMAL SCIENCE

- AS-367 1963 Beef Cattle Feeding Suggestions. T. R. Greathouse, H. G. Russell
and G. R. Carlisle. 17 pages.
- AS-367a 1963 Beef Cattle Management Suggestions. T. R. Greathouse, H. G. Russell
and G. R. Carlisle. 24 pages.

AS-377 Your 1963 Hog Business--Ration Suggestions. T. R. Greathouse, H. G. Russell and G. R. Carlisle. 19 pages.

AS-377a Your 1963 Hog Business--Management Suggestions. T. R. Greathouse, H. G. Russell and G. R. Carlisle. 17 pages.

FOOD TECHNOLOGY

FT-67 Behavior of Ice Cream Constituents Upon Heating. Joseph Tobias. 3 pages.

FORESTRY

106 Predicting Yields of Shortleaf Pine Plantations in Southern Illinois From Soil and Site Characteristics. A. R. Gilmore. 4 pages.

HORTICULTURE

1963 Chemical Weed Control for Vegetable Crops. R. Allen Miller. 10 pages.

PLANT PATHOLOGY

108 Stem Rust of Small Grains and Grasses. Malcolm C. Shurtleff and Robert W. Bills. 8 pages.

200 Corn Stalk Rots. A. L. Hooker. 2 pages.
(revised)

909 Common Scab of Potato. M. B. Linn and Malcolm C. Shurtleff. 4 pages.
(revised)

930 Botrytis Neck Rot of Onion. Malcolm C. Shurtleff and M. B. Linn. 3 pages.

932 Onion Pink Root. Malcolm C. Shurtleff and M. B. Linn. 2 pages.

938 Leaf Spots or Blights of Carrot. Malcolm C. Shurtleff and M. B. Linn. 2 pages.

939 Sunscald of Pepper and Tomato. Malcolm C. Shurtleff and M. B. Linn. 2 pages.

940 Anthrachnose and Alternaria Fruit Rots of Pepper. Malcolm C. Shurtleff and M. B. Linn. 3 pages.

941 Leaf Mold of Greenhouse Tomatoes. Malcolm C. Shurtleff, M. B. Linn and J. W. Courter. 3 pages.

942 Gray-Mold Rot or Botrytis Blight of Vegetables. Malcolm C. Shurtleff and M. B. Linn. 6 pages.

Photos Available...

62B-220X Dairy feeding automation research. (This photograph, prematurely listed in the fall, is now available.)

63B-49 Sheep on slotted floors at the Dixon Springs Experiment Station.

FARM EDITORS' ORDER SHEET

(If you would like any of this month's listings, please return to address below by May 20.)

Harold D. Guither
Assistant Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

Please send me the items circled below:

Publications: B-690, C-816, C-860, C-862, C-865, ES-1748

AGRICULTURAL ECONOMICS: AE-3879, AE-3883, AE-3891, AE-3896, AE-3894, AERR-63, HGH

Economics for Agriculture: FM 20a

Farm Management Facts and Opinions: 63-1, 63-2, 63-3, 63-4

AGRICULTURAL ENGINEERING: TM 21, IEEE

AGRONOMY: AG-1895

Agronomy Facts: C-31

Agronomy News: 227, 228, 229, 230, 231, 232, 233, 234, 235, 236

ANIMAL SCIENCE: AS-367, AS-367a, AS-377, AS-377a

FOOD TECHNOLOGY: FT-67

FORESTRY: 106

HORTICULTURE: 1963

PLANT PATHOLOGY: 108, 200, 909, 930, 932, 938, 939, 940, 941, 942

PHOTOS: 62B-220X; 63B-49

Remarks _____

Name _____ Publication _____

Address _____

SJT:HDG:HDN:kb

June 1963, No. 67

Events Coming Up...

35th ANNUAL ILLINOIS FFA CONVENTION, June 11-13, will be held in the new University of Illinois Assembly Hall. Convention highlights include finals in the state public speaking contest, election of new officers, naming of production award winners and selection of State Star Farmers, State Farmers, and American Farmer candidates.

AGRONOMY DAY, at the University of Illinois Agronomy Research Farm, Urbana, June 20, will feature new crop varieties, herbicides, plant diseases, lawns, plant-pick tillage, new research on corn, soybeans and alfalfa and many other topics. Wagon tours start at 9 a.m. and continue through noon.

Editors who want a "sneak preview" may attend the tour on June 19 with Illinois Crop Improvement Association members from 10 a.m. to 2 p.m.

LIPID SYMPOSIUM FOR DEDICATION OF THE BURNSIDES RESEARCH LABORATORY, June 16, 17 and 18. High-level conference featuring 28 renowned research scientists. Speakers and topics include Dr. Theodore B. VanItallie, Director of Medicine, St. Luke's Hospital, New York, CLINICAL MANIFESTATIONS OF HEART DISEASE, and Dr. Henry C. McGill, School of Medicine, Louisiana State University, THE NATURAL HISTORY OF HUMAN ATHEROSCLEROSIS. Registration and open house will be held at the New Burnsidess Research Laboratory.

STATE 4-H CLUB WEEK PROGRAM, June 18-21. Nearly 1,500 Illinois 4-H'ers are expected to attend. Special speakers include lecturer Frank M. Liddle, who will discuss "Life's Three Great Decisions," and Charles T. Vetter, Jr., who is training officer for the U. S. Information Agency in Washington, D. C. Vetter, an authority on world communism, will speak on "America's Challenge to Communicate."

AGRONOMY FIELD DAYS:

Brownstown Research Center, Fayette county, 9:30 a.m. June 11. Agronomist Pat Johnson will show new wheat varieties, such as Reed and Knox 62, some unusual land preparation ideas, soil insecticide comparisons, new "slow-release" nitrogen carriers working on wheat, soybeans growing without cultivation and other current research. Tours leave throughout the morning and into the afternoon.

Carlinville Field Wheat Day, Macoupin county, June 12, 1:30 p.m. Visitors will see newest wheat varieties, effects of different soil treatments, crop rotations, planting dates and rates and fertilizer treatments.

Toledo Research Field, June 13, at 1:30 p.m. Visitors will see research on "slick spots," soil conditions and soil insecticides on corn.

Newton Research Field, Jasper county, June 14 at 1:30 p.m. Visitors will see effects of nitrogen treatments, "slick spots" and soil insecticides.

Editorial

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION

The American Medical Association is a national organization of physicians and surgeons, organized for the purpose of promoting the science and art of medicine, and for the improvement of the medical profession. It is the only national organization of the medical profession in this country, and its members are the only ones who are entitled to the title of "Member of the American Medical Association."

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DeKalb Research Center, near Shabbona, July 1, 1:30 p.m. Visitors will see new oat varieties, disease-resistant soybeans, new fertilizer practices, lawn care ideas and alfalfa varieties.

Carbondale Field, in cooperation with Southern Illinois University, August 1, 1:00 p.m. Tours will feature new crop varieties, chemical weed killers, fertility practices and other topics.

Research in Progress...

"Plant-Pick" Tillage--Research workers at the Dixon Springs Experiment Station are planting corn directly in fescue sod sprayed with atrazine. This is the second year of the study. Planting was done in sod sprayed one month before planting, two weeks before planting and at planting time. All fertilizers except the starter, put on with the planter, were broadcast on the plots. No plowing was done, and no cultivation or further herbicide application will be needed to produce a weed-free crop, the researchers report.

Agronomists Tom Hinesly and Ellery Knake are working on the "plant-pick" concept with corn at several locations. Chemical cultivation is replacing plowing, harrowing and conventional cultivating. Last year's efforts increased yields by 14 bushels an acre.

All-out wheat yields--Agronomist Johnny Pendleton is shooting for 100-bushel-an-acre yield in his all-out wheat yield experiments. Last year one plot produced 88 bushels an acre.

Publications Available...

- C-861 Patterns of Seasonal Price Variations for Illinois Farm Products. M. C. Hallberg and V. I. West. 23 pages.
- C-867 Mechanical and Automatic Feeding Systems for Livestock Farms. F. W. Andrew. 20 pages.
- C-871 Training the Spur-Bearing Delicious Apple Varieties. Frank Owen. 2 pages.
- B-694 The Ice Cream and Frozen Dessert Industry--Changes and Challenges. Robert Jacobson and Roland W. Bartlett. 24 pages.

AGRICULTURAL COMMUNICATIONS

- RR-15 Noontime Radio and Television Listening in East-Central Illinois. Jim Evans, Su Ann J. Thomas, John F. Weidert and V. I. West. 16 pages.

AGRICULTURAL ECONOMICS

- RSM-34 FFA Chapters in Illinois. D. E. Lindstrom. 27 pages.
- AE-3885 Per Capita Civilian Consumption of the Principal Dairy Products and Margarine in the United States. Audrey Wagner. 7 pages.
- AE-3897 Consumers as a Source of Bargaining Gains. Roland W. Bartlett. 17 pages.

- AE-3903 The Effect of Unit Size on Cattle-Feeding Profits. Roy N. Van Arsdall.
10 pages.
- AE-3905 Impact on Farmers of Proposed Changes in the State and Local Tax Structure of Illinois. William H. Heneberry. 9 pages.
- AERR-63 Economic Considerations in Choosing a Corn Harvesting Method. V. W. Davis.
31 pages.

Farm Management Facts and Opinions

- 63-5 Should You Specialize and Increase Size of Enterprise? Roy N. Van Arsdall.
2 pages.

Current Comments on Egg and Poultry Marketing

- 13 Loss of Internal Egg Quality. R. P. Bentz. 2 pages.
- 14 Effect of Time on Egg Quality Loss. R. P. Bentz. 2 pages.

AGRICULTURAL ENGINEERING

- IEEE Time Lag Loading for Farm Motors. C. W. Anderson, H. H. Beaty and H. B. Puckett. 7 pages. (Presented at Rural Electrification Conference)
- TM 22 Operating Oxy-Acetylene Equipment Safely. Roland F. Espenschied. 10 pages.

AGRONOMY

- AG-1861 The Illinois Method for Determining Available Phosphorus in Soils. Edited by J. C. Lavery. 8 pages.

Agronomy Facts:

- SF-73 Phosphorus Carriers, Past, Present, Future. L. V. Boone. 3 pages.
- M-40 Seed Testing. W. O. Scott. 3 pages.

Agronomy News:

- 237 Why Foxtail? Ellery Knake. 1 page.
- 238 New Varieties of Soybeans for 1964. W. D. Pardee. 2 pages.
- 239 Index to Agronomy News No. 100-239. 2 pages.
- 240 Pre-Emergence Herbicides for Corn. Ellery Knake. 2 pages.
- 241 Pre-Emergence Herbicides for Soybeans. Ellery Knake. 2 pages.
- 243 Sudan-Sorghum Hybrids and Summer Forage. W. D. Pardee. 2 pages.
- 244 Tips on Clover and Grass Seed Production. W. O. Scott and W. D. Pardee.
2 pages.
- 245 New Ideas on Minimum Tillage: Three-Trip, Spray, Plant and Pick.
W. D. Pardee. 2 pages.

ANIMAL SCIENCE

Farm Flock Owners:

4-63 Results of Crossbreeding; Suggestions for April. H. G. Russell. 1 page.

Monthly Poultry Suggestions:

3.4-63 Disposing of Dead Birds. S. F. Ridlen and Hugh S. Johnson. 2 pages.

Timely Topics for Farm Advisers:

4-63 Oat Silage in Steer Growing Rations; Hogs Have Changed Too. H. G. Russell. 2 pages.

DAIRY SCIENCE

LRF Chemical Analysis of Roughages With Suggestions for Making Grain-Feeding Recommendations for Dairy Cattle. Leo R. Fryman. 8 pages.

JHB Studies With Low-Moisture Silage. J. H. Byers. 3 pages.

ENTOMOLOGY

NHE-11 Ants and Their Control in the Home. H. B. Petty. 2 pages.

NHE-112 Peach Tree Borers. 2 pages.

HORTICULTURE

DSM-156 Horticulture at Dixon Springs Experiment Station; Summary of Work in Progress, 1962 and 1963. 13 pages.

PLANT PATHOLOGY

104 Powdery Mildew of Wheat and Barley (revised)

202 Northern and Southern Leaf Blights of Corn

900 Recommendations for Controlling Diseases in Vegetables

901 Yellows of Cabbage and Related Crops

902 Wirestem of Cabbage and Related Crops

903 Carrot Yellows

904 Fusarium Wilt of Watermelon and Muskmelon

905 Bacterial Wilt of Cucumber and Muskmelon

906 Blossom-End Rot of Tomato

907 Stewart's Disease or Bacterial Wilt of Sweet Corn

The following information is provided for your reference:

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- 908 Early Blight, Septoria Leaf Spot and Anthracnose of Tomato
- 911 Root Rots of Pea
- 912 Wilt Diseases of Pea
- 913 Late Blight and Buckeye Rot of Tomato
- 914 Cloudy Spot of Tomato Fruit
- 915 Vegetable Seed Treatment
- 926 Scab of Cucumber and Other Vine Crops
- 927 Downy Mildew of Vine Crops
- 933 Onion Smut
- 936 Late Blight of Potato

Photos Available...

- 63B-68 F. A. Kummerow and New Burnside's Research Laboratory.
- 63B-75 U. of I. plant pathologist Mal Shurtleff inspects wheat for disease.
- 63B-61 Horticulturist J. C. McDaniel displays new quince variety developed at the University of Illinois.

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FARM EDITORS' ORDER SHEET

(If you would like any of this month's listings, please return to address below by June 17.)

Harold D. Guither
Assistant Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

June 1963, No. 67

Please send me the items circled below:

Publications: C-861, C-867, C-871, B-694

AGRICULTURAL COMMUNICATIONS: RR-15

AGRICULTURAL ECONOMICS: RSM-34, AE-3885, AE-3897, AE-3903, AE-3905, AERR-63

Farm Management Facts and Opinions: 63-5

Current Comments on Egg and Poultry Marketing: 13, 14

AGRICULTURAL ENGINEERING: IEEE, TM 22

AGRONOMY: AG-1861

Agronomy Facts: SF-73, M-40

Agronomy News: 237, 238, 239, 240, 241, 243, 244, 245

Farm Flock Owners: 4-63

Monthly Poultry Suggestions: 3.4-63

Timely Topics for Farm Advisers: 4-63

DAIRY SCIENCE: LRF, JHB

ENTOMOLOGY: NHE-11, NHE-112

HORTICULTURE: DSM-156

PLANT PATHOLOGY: 104, 202, 900, 901, 902, 903, 904, 905, 906, 907, 908, 911, 912,
913, 914, 915, 926, 927, 933, 936

PHOTOS: 63B-68, 63B-75, 63B-61

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Remarks _____

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July - August 1963, No. 68

Events Coming Up...

AGRONOMY FIELD DAYS on University experiment fields are scheduled as follows: July 1, Northern Illinois Research Center, DeKalb county; August 1, Carbondale in cooperation with Southern Illinois University; September 4, Brownstown, Fayette county; September 5, Toledo, Cumberland county; September 6, Oblong, Crawford county; September 10, Aledo, Mercer county; September 11, Carthage, Hancock county; September 12, Clayton, Adams county; September 13, Hartsburg, Logan county; September 17, Elwood, Will county; September 18, Dixon, Lee county.

FARM MANAGEMENT TOURS--Southern Illinois area, August 7 at the Melvin Stumpf dairy farm, Belleville, 2 miles south of the intersection of Illinois 13 and 159, and then 2 miles west on Mulligan lane. This farm has a new dairy setup to handle 50 cows using low-moisture silage. Also on the tour is the Howard Albert farm, 1 mile southwest of Millstadt on Illinois 158. This is a 300-acre beef cattle farm equipped to handle 250 feeders and 1,800 hens.

September 4, northern Illinois area; September 5, western Illinois area. Details of farms to be visited will be announced later. Tours are sponsored by the Illinois Farm Bureau Farm Management Service and the University of Illinois Cooperative Extension Service.

Research in Progress...

Bank farm services--Agricultural economists are making a survey of Illinois banks to find out about the types of farm services they offer.

Automatic dairy feeding--Dairy scientists are completing construction of a completely automatic feeding system for dairy cattle. Free stall housing also will be studied in the area.

Publications Available...

- | | |
|---------|--|
| C-868 | <u>Selection Programs for Profitable Swine Production.</u> T. R. Greathouse.
12 pages. |
| C-870 | <u>Expected Costs and Returns in Your Egg Business.</u> H. S. Johnson and S. F. Ridlen. 8 pages. |
| RP | <u>Research Progress at the Illinois Agricultural Experiment Station.</u> Report for 1960-1962. 188 pages. |
| BRC | <u>Brownstown Research Center.</u> 8 pages. |
| C-76 | <u>Illinois Highway and Agricultural Drainage Laws.</u> Carroll J. W. Drablos and Benjamin A. Jones, Jr. 70 pages. |
| DSM-157 | <u>Dixon Springs Experiment Station Progress Report, 1962.</u> 55 pages. |

AGRICULTURAL ECONOMICS

AE-3911 Farm Size in the Midwest. Allan G. Mueller. 6 pages.

AE-3920 The Market Outlook for Grain. T. A. Hieronymus. 5 pages.

Economics for Agriculture...

MKTG 12 Establishing Producer Prices in Illinois Fluid Milk Markets. D. W. Culver (revised) and R. W. Bartlett. 7 pages.

AGRONOMY

1963 Agronomy 1963; What's New in Crops and Soils. 26 pages. Handbook distributed at Agronomy Day, June 20, describing current research projects.

Agronomy Facts...

C-32 Effect of Nitrogen on Maturity of Corn. S. R. Aldrich. 5 pages.

Agronomy News...

242 Side-Dressing Corn With Nitrogen. S. R. Aldrich. 2 pages.

246 1963 Agronomy Day Set for June 20 (lists research shown). W. D. Pardee. 2 pages.

247 Agronomy Field Days Coming. W. D. Pardee. 2 pages.

248 Cultivation After Using Pre-Emergence Herbicides. Ellery L. Knake. 2 pages.

ANIMAL SCIENCE

Livestock Management Project...

6-63 Space allotment for pigs on slotted floors; Steers on a self-feeder; Progress in limited feeding of finishing pigs. H. G. Russell. 2 pages.

Illinois Lamb Feeders...

5-63 Lamb demand strong; Wool; Overfinished lambs; Parasite-free lambs; Feeding lambs; Controlling internal parasites. H. G. Russell. 3 pages.

Monthly Poultry Suggestions...

May 63 Started Pullets. S. F. Ridlen and Hugh S. Johnson. 2 pages.

Report from Animal Science...

No. 11 Use of Insecticides on Poultry. Hugh S. Johnson and Steve Moore III. 1 page.

Timely Topics for Farm Advisers...

- 6-63 Selection improves carcasses, feed efficiency; What does a good boar record look like? G. R. Carlisle. 2 pages.

ENTOMOLOGY

- NHE-7 Aphids. 1 page.
(revised)

- NHE-113 Cicadas. 2 pages.

- NHE-114 Scale Insects. 2 pages.

PLANT PATHOLOGY

- 502 Bacterial Foliage Diseases of Soybeans. Malcolm C. Shurtleff and D. W.
(revised) Chamberlain. 2 pages.

- 504 Root and Stem Diseases of Soybeans. Malcolm C. Shurtleff and D. W.
(revised) Chamberlain. 3 pages.

VETERINARY MEDICINE

Professional Topics...

- No. 7 Feed men brought up to date on information on ulcers in swine;
Diethylstilbestrol--feed additive; Human brucellosis cases, 1962.
4 pages.

Photos Available...

- 63 B-92 Agronomist J. W. Pendleton inspects wheat yield improvement project.
- 63 B-94 Mechanical strawberry picker developed as part of student experimental project in agricultural engineering.
- 63 B-95 Agronomist Ellery Knake observes study of foxtail weed growth in shade.

FARM EDITORS' ORDER SHEET

(If you would like any of this month's listings, please return to address below by August 16.)

Harold D. Guither
Assistant Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

July - August 1963, No. 68

Please send me the items circled below:

Publications: C-868, C-870, RP, BRC, C-76, DSM-157

AGRICULTURAL ECONOMICS: AE-3911, AE-3920

Economics for Agriculture: MKTG 12

AGRONOMY: 1963

Agronomy Facts: C-32

Agronomy News: 242, 246, 247, 248

Livestock Management Project: 6-63

Illinois Lamb Feeders: 5-63

Monthly Poultry Suggestions: May 63

Report from Animal Science: No. 11

Timely Topics for Farm Advisers: 6-63

ENTOMOLOGY: NHE-7, NHE-113, NHE-114

PLANT PATHOLOGY: 502, 504

VETERINARY MEDICINE: No. 7

Photos Available: 63 B-92, 63 B-94, 63 B-95

Remarks _____

Name _____ Publication _____

Address _____

September 1963, No. 69

Events Coming Up...

AGRONOMY FIELD DAYS on University experiment fields are scheduled as follows:

September 4--Brownstown, Fayette county
September 5--Toledo, Cumberland county
September 6--Oblong, Crawford county
September 9--Kewanee, Henry county
September 10--Newton, Jasper county
September 10--Aledo, Mercer county
September 11--Carthage, Hancock county
September 12--Clayton, Adams county
September 13--Hartsburg, Logan county
September 17--Elwood, Will county, and
September 18--Dixon, Lee county

All begin at 1:30 p.m. except Brownstown, which begins at 9:30 a.m.

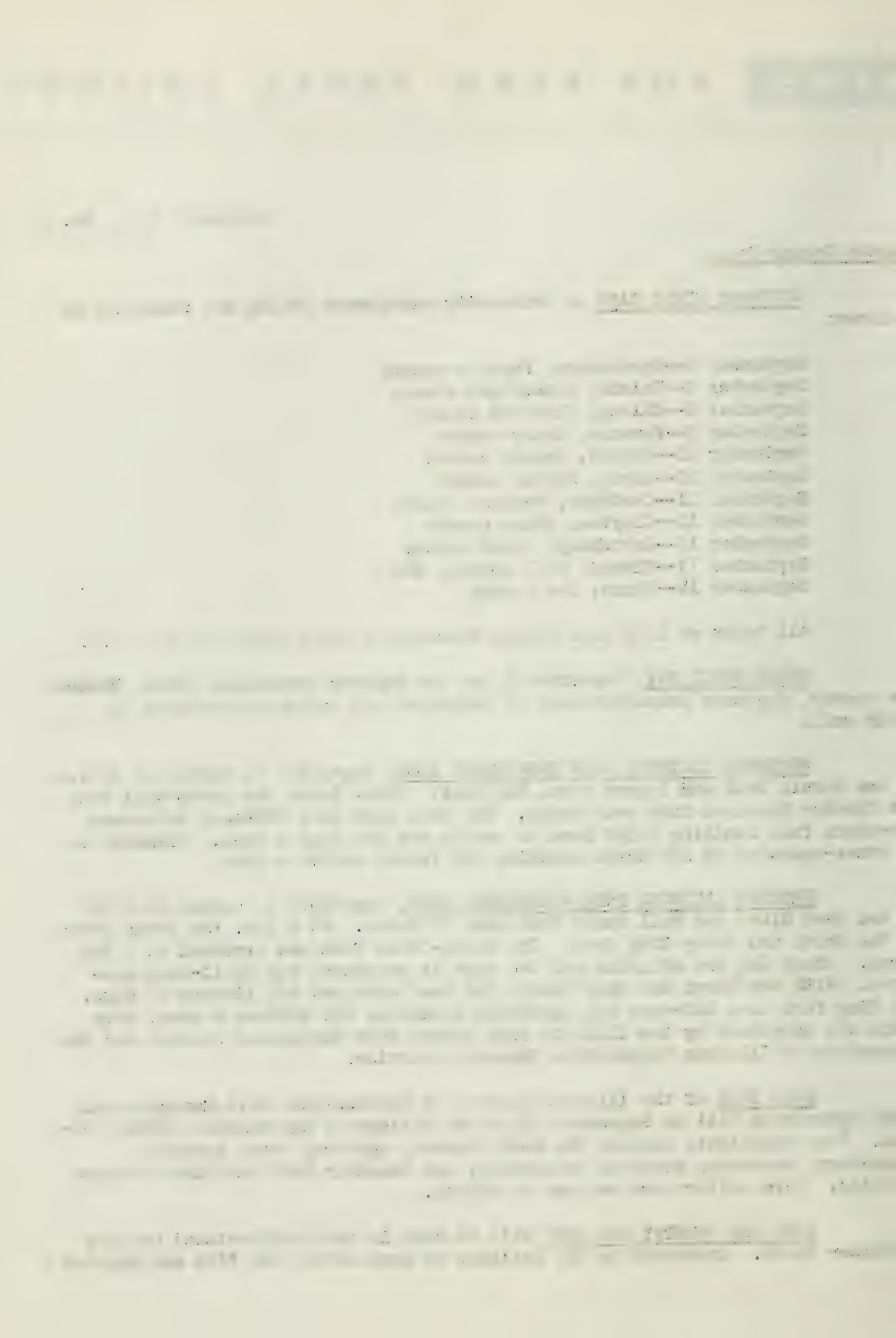
MELON FIELD DAY, September 4, at the Oquawka experiment field, Henderson county, features demonstrations of varieties and cultural practices on sandy soil.

NORTHERN ILLINOIS FARM MANAGEMENT TOUR, September 4, begins at 10 a.m. at the Merwin Ness and Dupont farm, Big Rock. After lunch the group will tour the Chester Rasmusen farm near Plano. The Ness farm is a 500-acre three-man livestock farm handling 1,000 head of cattle and 400 hogs a year. Rasmusen is an owner-operator on 180 acres handling 250 feeder cattle a year.

WESTERN ILLINOIS FARM MANAGEMENT TOUR, September 5, begins at 9:30 at the Reed Gibbs and Bill Curry farm near Victoria. At 2 p.m. the group moves to the Keith and Jerry King farm. The Gibbs-Curry farm has expanded to 1,520 acres. About 687 are tillable and the rest is permanent and spoil-bank pastures. With two hired men they handle 165 beef cows and 450 litters of hogs. The King farm is a 200-acre hog operation producing 240 litters a year. Both tours are sponsored by the Illinois Farm Bureau Farm Management Service and the University of Illinois Cooperative Extension Service.

FALL TOUR of the Illinois Society of Professional Farm Managers and Rural Appraisers will be September 12 on the College of Agriculture campus Urbana. Tour highlights include the K-40 Counter, agronomy farm, genetics laboratory, Burnsides Research Laboratory, new Assembly Hall and Plant Science Building. Farm editors are welcome to attend.

TOWN AND COUNTRY ART SHOW will be held in the Architectural Gallery September 22-28. Sponsored by the Colleges of Agriculture and Fine and Applied



Arts, this year's show will include more than 250 art works selected from 29 local shows across the state. Among the 237 exhibitors are 62 male artists.

PRAIRIE FARMER Farm Progress Show Demonstrations, September 26-28

The College of Agriculture will have 12 demonstration plots at the Farm Progress Show this year. The plots will show alfalfa varieties, narrow-row soybeans, soybean varieties, soybean breeding, chemical weed control, exotic corn types, "super sugary" sweet corn, disease resistance in corn, micronutrients in corn, micronutrient injury to corn, beans, oats, wheat, corn-picking losses and vegetable varieties. Four departments--Agronomy, Horticulture, Plant Pathology and Agricultural Engineering--are represented. The plots are located on the south side of the main exhibit area, reports S. R. Aldrich, U. of I. chairman of demonstration plantings. The show takes place at the James Yordy farm near Morton.

Publications Available...

- 17 17th Annual Illinois Bankers Agricultural Credit Conference: A Digest of Proceedings. (Conference held April 3-4, 1963, in Urbana.) 34 pages.
- V5, N3 Illinois Research--Summer, 1963. Illinois Agricultural Experiment Station. 20 pages.
- B-695 Econometric Analysis of the Edible Fats and Oils Economy. Albert E. Drake and Vincent I. West. 55 pages.
- C-869 Soil Fumigation. . . Preventing Soil Pest Problems Before They Develop. H. R. Kemmerer and J. D. Butler. 8 pages.
- C-873 Lawn-Weeds: Identification and Control. J. D. Butler and F. W. Slife, 27 pages.
- C-874 1962 38th Annual Summary of Illinois Farm Business Records. D. F. Wilken and D. E. Erickson. 20 pages.

AGRICULTURAL COMMUNICATIONS

- RR-14 Where Farmers Get Information. Su Ann J. Thomas and Jim Evans. 16 pages.
- RR-16 What the Public Knows About Vocational Agriculture: An Illinois Case Study. William Hull, Su Ann J. Thomas and Jim Evans.
- RR-18 Illinois Radio Stations and Their Agricultural News. Jim Evans, Su Ann J. Thomas and John F. Weidert.
- RR-19 Midmorning Radio and Television Listening in East-Central Illinois. Jim Evans, Su Ann J. Thomas, John F. Weidert and V. I. West.

AGRICULTURAL ECONOMICS

- RSM-35 A Study of Local Units of Farmers' Organizations in Illinois. D. E. Lindstrom. 41 pages.
- RSM-38 Women's Clubs in Rural Illinois. D. E. Lindstrom. 12 pages.

- AE-3923 Proceedings of the Fifth Agricultural Industries Forum--Area Resource Development. (Held January 29-30, 1963, at Urbana.) 63 pages.
- AE-3927 The 1962 Report on the Test-Demonstration Farm Program in Illinois. Duane E. Erickson and Fay M. Sims. 16 pages.
- AE-3931 Projections for Illinois Agriculture and Policy Implications. Harold G. Halcrow. 6 pages.
- AE-3932 Some Trends in Farm Programs. L. H. Simerl. 9 pages.
- AE-3933 Progress in India; Future Prospects for U.S. Farm Products. L. F. Stice. 20 pages.
- AERR-64 Legal and Administrative Requirements in Federal Milk Orders. James E. Sykes and David W. Culver. 14 pages.
- TAH Soybean and Product Outlook, 1963-64. T. A. Hieronymus. 11 pages
- Farm Management Facts and Opinions...
- 63-6 Livestock Returns in 1962. D. F. Wilken. 2 pages.
- 63-7 1962 Farm Income Changes in Illinois. D. F. Wilken. 2 pages.
- 63-8 Milk Supplies Change When Prices Change. C. B. Baker and K. G. Cowling. 2 pages.
- 63-9 Management, Not Lease Terms, Is the Major Factor in Landlord Returns. Franklin J. Reiss. 2 pages.
- 63-10 Sandhills Cattle Country--1963 Style. Fay M. Sims and Donald G. Smith. 2 pages.
- Economics for Agriculture...
- PPP3 Variations in Farm Real Estate Taxes Among Areas of Illinois. W. H. Heneberry. 4 pages.
- Current Comments on Egg and Poultry Marketing...
- 16 Market Organization. R. P. Bentz. 2 pages.
- 17 Base Quotations--How They Come About. R. P. Bentz. 2 pages.
- AGRICULTURAL ENGINEERING
- DG Drainage Guide for Illinois. 52 pages.
- Engineering Tips...
- 15A Ignition Timing of Farm Tractor Engines. J. A. Weber. 2 pages.
(replaces No. 15)

1. The first part of the report is devoted to a general survey of the situation in the country.	100
2. The second part is devoted to a detailed analysis of the economic situation.	150
3. The third part is devoted to a detailed analysis of the social situation.	200
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5. The fifth part is devoted to a detailed analysis of the cultural situation.	300
6. The sixth part is devoted to a detailed analysis of the environmental situation.	350
7. The seventh part is devoted to a detailed analysis of the international situation.	400
8. The eighth part is devoted to a detailed analysis of the future prospects.	450
9. The ninth part is devoted to a detailed analysis of the conclusions.	500
10. The tenth part is devoted to a detailed analysis of the recommendations.	550
11. The eleventh part is devoted to a detailed analysis of the annexes.	600
12. The twelfth part is devoted to a detailed analysis of the bibliography.	650
13. The thirteenth part is devoted to a detailed analysis of the index.	700
14. The fourteenth part is devoted to a detailed analysis of the appendices.	750
15. The fifteenth part is devoted to a detailed analysis of the summary.	800
16. The sixteenth part is devoted to a detailed analysis of the introduction.	850
17. The seventeenth part is devoted to a detailed analysis of the conclusion.	900
18. The eighteenth part is devoted to a detailed analysis of the final remarks.	950
19. The nineteenth part is devoted to a detailed analysis of the closing remarks.	1000
20. The twentieth part is devoted to a detailed analysis of the final remarks.	1050

AGRONOMY

Agronomy News...

- 249 Recognizing Crop Deficiency Symptoms. S. R. Aldrich. 2 pages.
- 250 Renovating Permanent Pasture. W. D. Pardee. 2 pages.
- 251 Now Is the Time to Build and Seed Grass Waterways. R. K. Lawson. 2 pages.
- 252 Soil Sampling Suggestions. T. R. Peck. 2 pages.

Agronomy Facts...

- SM-28 Establishment and Maintenance of Grass Waterways. Robert K. Lawson. 3 pages.

ANIMAL SCIENCE

- TRG What Can We Learn From Our Swine Testing Stations? How Much Can I as a Commercial Swine Producer Pay for a Proven Tested Sire? Illinois Swine Testing Station Summary. T. R. Greathouse. 3 pages.

Illinois Lamb Feeders...

- 8-63 Lamb Prices; 1963 Lamb Crop; Cornfield Gleaning; Internal Parasites; and Wool Bonus 44.5%. H. G. Russell. 3 pages.

Monthly Poultry Suggestions...

- 6-7 Handling Poultry Manure. S. F. Ridlen and Hugh S. Johnson. 2 pages.

Timely Topics for Farm Advisers...

- 7-63 Some Advantages in Buying Cattle Early; Still Time to Get on a Beef Production Testing Program in 1963. G. R. Carlisle. 1 page.

DAIRY SCIENCE

- D-732 How to Make and Use an Inexpensive Device to Check Milking Machines. Leo R. Fryman. 7 pages.

ENTOMOLOGY

- NHE-57 Facts About Termites. 5 pages.

PLANT PATHOLOGY

- 304 Root and Crown Troubles of Clovers. Malcolm C. Shurtleff and J. W. Gerdemann. 3 pages.
- 935 Early Blight of Potato. Malcolm C. Shurtleff and M. B. Linn. 4 pages.
- 937 Bacterial Ring Rot of Potato. Malcolm C. Shurtleff and M. B. Linn. 4 pages.

- 943 Bacterial Soft Rot of Vegetables and Blackleg of Potato. Malcolm C. Shurtleff and M.B. Linn. 5 pages.

VETERINARY MEDICINE

Professional Topics...

- No. 8 Recent Developments in Equine Diseases. 3 pages.

PHOTOS AVAILABLE...

- 63B-100 Close-up showing direct spraying of corn for weed control.
- 63B-120 Extension dairyman Leo Fryman demonstrates new test for milking machines.

FARM EDITORS' ORDER SHEET

(If you would like any of this month's listings, please return to address below by September 16.)

Harold D. Guither
Assistant Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

September 1963, No. 69

Please send me the items circled below:

Publications: 17, V5-N3, B-695, C-869, C-873, C-874

AGRICULTURAL COMMUNICATIONS: RR-14, RR-16, RR-18, RR-19

AGRICULTURAL ECONOMICS: RSM-35, RSM-38, AE-3923, AE-3927, AE-3931, AE-3932,
AE-3933, AERR-64, TAH

Farm Management Facts and Opinions: 63-6, 63-7, 63-8, 63-9, 63-10

Economics for Agriculture: PPP3

Current Comments on Egg and Poultry Marketing: 16, 17

AGRICULTURAL ENGINEERING: DG

Engineering Tips: 15A

Agronomy News: 249, 250, 251, 252

Agronomy Facts: SM-28

ANIMAL SCIENCE: TRG

Illinois Lamb Feeders: 8-63

Monthly Poultry Suggestions: 6-7

Timely Topics for Farm Advisers: 7-63

DAIRY SCIENCE: D-732

ENTOMOLOGY: NHE-57

PLANT PATHOLOGY: 304, 935, 937, 943

Professional Topics: 8

PHOTOS: 63B-100, 63B-120

Name _____ Publication _____

Address _____

SJT:HDG:JJF

Received of the Treasurer of the University of Chicago the sum of \$100.00

for the purchase of the book "The History of the United States" by John F. Kennedy

and the sum of \$50.00 for the purchase of the book "The American Revolution" by David Mervin

and the sum of \$25.00 for the purchase of the book "The American Civil War" by Bruce Catton

and the sum of \$10.00 for the purchase of the book "The American Constitution" by Charles A. Beard

and the sum of \$5.00 for the purchase of the book "The American People" by Howard Chandler Christy

and the sum of \$2.50 for the purchase of the book "The American Flag" by John G. Saxe

and the sum of \$1.25 for the purchase of the book "The American Language" by William Safire

and the sum of \$0.62 for the purchase of the book "The American Mind" by Richard M. Weaver

and the sum of \$0.31 for the purchase of the book "The American Spirit" by William F. Buckley

and the sum of \$0.16 for the purchase of the book "The American Dream" by Norman Thomas

and the sum of \$0.08 for the purchase of the book "The American Way" by William F. Buckley

and the sum of \$0.04 for the purchase of the book "The American Future" by William F. Buckley

and the sum of \$0.02 for the purchase of the book "The American Past" by William F. Buckley

and the sum of \$0.01 for the purchase of the book "The American Present" by William F. Buckley

and the sum of \$0.00 for the purchase of the book "The American Future" by William F. Buckley

and the sum of \$0.00 for the purchase of the book "The American Future" by William F. Buckley

70
October 1963, No. 89

Events Coming Up...

FARM STRUCTURES DAY, November 21, will be held in the Bevier Hall Auditorium at 9:30 a.m. The program features discussions on farm building trends; a new mechanical method for grading lumber; pig-resistant materials for swine buildings; insulation and vapor barriers for livestock buildings; and a round-up of corn crib remodeling.

TURFGRASS CONFERENCE, is set for December 5-6 in the U. of I. Law Building Auditorium

ILLINOIS SHEEP DAY, December 13, U. of I. Stock Pavilion.

AGRICULTURAL INDUSTRIES FORUM, January 23-24, 1964.

Research in Progress...

STUDIES ARE UNDER WAY in the Agricultural Engineering Department to determine whether a gasoline tractor can be made to use less fuel at light loads and still produce maximum power at full load. The conclusion reached in the past has been that greater part-load efficiency can be obtained with present equipment, but not without a loss in maximum power and possible damage to the engine.

AGRICULTURAL ENGINEERS also are investigating factors governing the behavior of a tractor (conventional or otherwise) when operated on roadside slopes.

Publications Available...

C-870 Expected Costs and Returns in Your Egg Business. H. S. Johnson and S. F. Ridlen. 8 pages.

AGRICULTURAL ECONOMICS

AE-3937 Hog Situation and Outlook. L. H. Simerl. Presented at Midwest Outlook Conference for outlook specialists. 11 pages.

AE-3941 Underground Gas Storage. N. G. P. Krausz and L. E. Eaton. 9 pages.

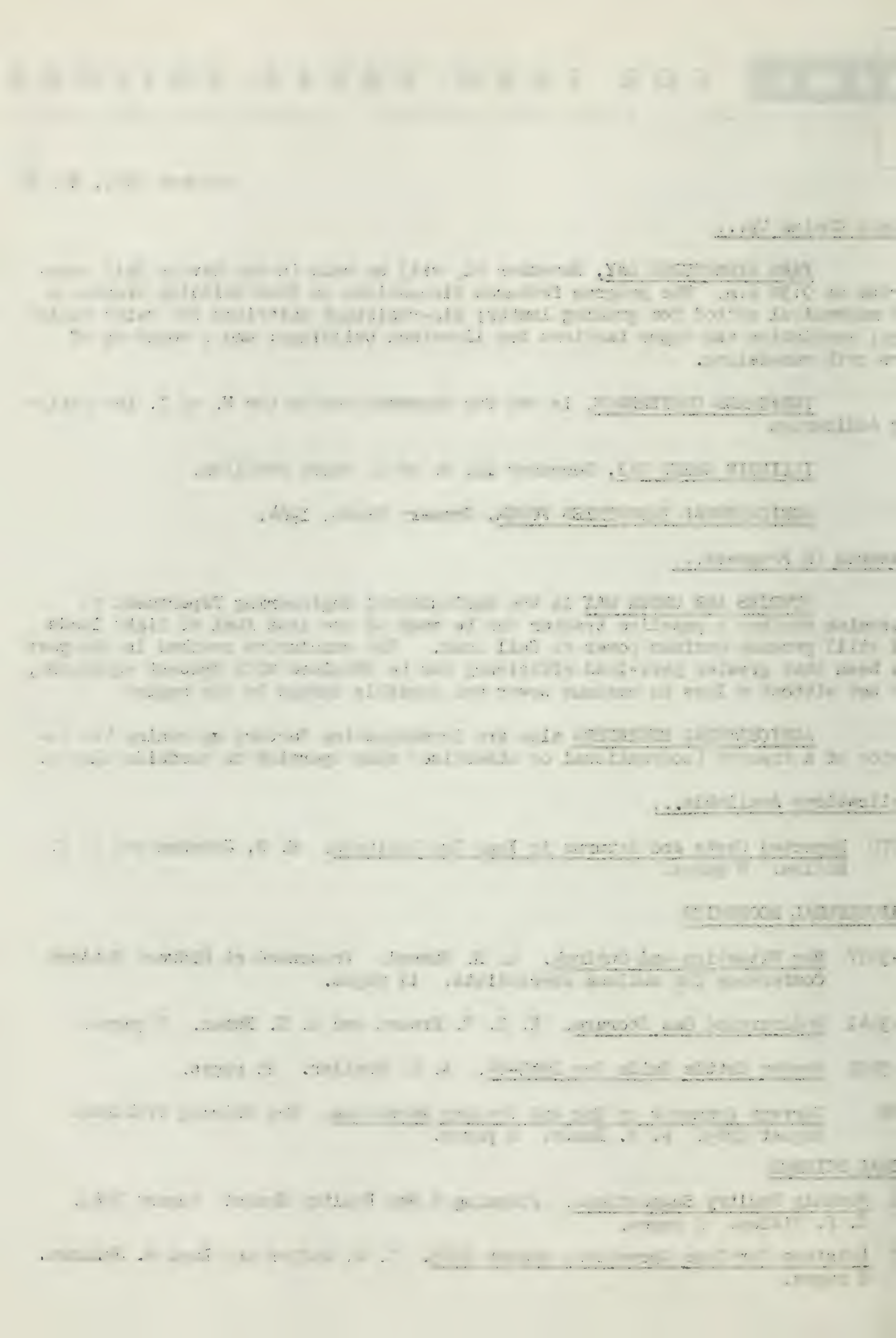
AE-3939 Feeder Cattle Guide for 1963-64. A. G. Mueller. 25 pages.

CEPM Current Comments on Egg and Poultry Marketing. Egg Pricing Problems. August 1963. R. P. Bentz. 2 pages.

ANIMAL SCIENCE

P-1 Monthly Poultry Suggestions. Planning a New Poultry House? August 1963. S. F. Ridlen. 2 pages.

P-2 Pointers for Cage Operators, August 1963. S. F. Ridlen and Hugh S. Johnson. 2 pages.



AGRONOMY

Agronomy News:

- 253 Suggestions for Fertilizing Wheat--Phosphorus and Potassium. S. R. Aldrich.
2 pages.
- 254 Suggestions for Fertilizing Wheat--Nitrogen. S. R. Aldrich. 2 pages.
- 255 Chemical Drying of Weeds in Soybeans. Ellery Knake. 1 page.

Agronomy Facts:

- W-18 Flame Cultivation. 3 pages. E. L. Knake and F. W. Slife.
- AG-1758 Carthage Agronomy Research Field. Summary of research findings. 4 pages.
- AG-1888 Northern Illinois Agronomy Research Center. Summary of research findings.
9 pages.

PLANT PATHOLOGY

Report on Plant Diseases:

- No. 303 Anthrachnose Disease of Clovers. M. C. Shurtleff and J. W. Gerdemann.
2 pages.
- No. 908 Early Blight, Septoria Leaf Spot, and Anthracnose of Tomato. M. B. Linn
and M. C. Shurtleff. 4 pages.
- No. 911 Root Rots of Pea. M. B. Linn and M. C. Shurtleff. 2 pages.

Photos Available...

- 63-B-164 Extension Agronomist Bill Pardee With New Soybean Varieties.
- 60-B-141 Soybean Webworm, 2 photos.
- 63-A-57 Current U. of I. Sheep Research.

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FARM EDITORS ORDER SHEET

(If you would like any of this month's listings, please return to address below by October 18.)

Harold D. Guither
Assistant Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

October 1963, No. 70

Please send me the items circled below:

C-870

AGRICULTURAL ECONOMICS: AE3937, AE3941, AE3939, CEPF

ANIMAL SCIENCE: P-1, P-2

Agronomy News 253, 254, 255

Agronomy Facts W-18

AGRONOMY: AG-1758, AG-1888

Report on Plant Diseases 303, 908, 911

PHOTOS AVAILABLE: 63-B-164, 60-B-141, 63-A-57

Remarks _____

Name _____ Publication _____

Address _____

November 1963, No. 71

Events Coming Up...

FARM STRUCTURES DAY, November 21, begins at 9:30 a.m. in the Bevier Hall Auditorium. Topics featured include farm building trends, a new method for grading lumber, pig-resistant materials for swine buildings, insulation and vapor barriers for livestock buildings, and a round-up of corn crib remodeling.

TURFGRASS CONFERENCE, begins at 1:15 p.m. on December 5 and runs through December 6 in the Law Building Auditorium. Twenty-four speakers will report latest research work in turfgrass production and management.

ILLINOIS SHEEP DAY, December 13, features open house for sheepmen at the research farm and a report of latest research findings and production methods. Sheep barn tours begin after 8:30 a.m. followed by the formal program in the Stock Pavilion.

FARMSTEAD MECHANIZATION WORKSHOP, January 14-16, U. of I. Assembly Hall. Featured sessions include discussions of materials handling system layouts for beef, dairy and swine; processing feeds for livestock; manure handling; trends in Illinois agriculture; principles of materials handling in drying and storing systems; and others. Similar conference created much interest last year.

ILLINOIS NUTRITION CONFERENCE, January 22-23. This conference will feature research reports from staff members in the animal and dairy science departments. The program is designed primarily for nutrition research workers.

CUSTOM SPRAY OPERATOR'S SCHOOL, January 22-23 at the Illini Union. Topics to receive special attention this year: western corn rootworm and cereal leaf beetle, two insects that may mean trouble for Illinois farmers; "corn stunt," a virus ailment potentially more destructive than any other known pest of corn. Various staff members will cover the latest research in insect, disease and weed control.

AGRICULTURAL INDUSTRIES FORUM, January 23-24, will feature reports and discussions of interest to those engaged in marketing, dairy, livestock, grain, poultry and eggs, and farm supplies.

Research in Progress...

Alfalfa Fertilization--Research agronomist Joe Jackobs is conducting experiments on various amounts and methods of fertilizer application to prolong and increase alfalfa yields. He is doing the work, now in its first year, at the Elwood Research Center near Joliet.

Farm Management Planning in Rural Areas Development--Agricultural economists are studying the information needs of Rural Areas Development committees in the southern part of the state. The objective is to estimate the area's potential for improving agricultural production and income. Findings will be used to help guide further individual farm adjustment for improving income of the farm and the total area.

Publications Available...

C-872 Farm Ponds. P. A. Boving. 23 pages.

AGRICULTURAL ECONOMICS

AE-3942 Dairy Marketing Facts--Guideposts for Growth. R. W. Bartlett. 11 pages.

AE-3946 Educational and Vocational Needs of Rural Youth Who Do Not Go to College. D. E. Lindstrom. 15 pages.

AERR-65 Landlord and Tenant Shares, 1962. Franklin J. Reiss. 12 pages.

RSM-37 Factors in the Success of 4-H Clubs in Illinois. D. E. Lindstrom. 21 pages.

Economics for Agriculture:

TA-15 Landlord and Tenant Returns, 1962. F. J. Reiss. 4 pages.

Farm Management Facts and Opinions:

63-11 Can Small Scale Cattle Feeders Compete? R. A. Hinton. 2 pages.

63-12 What For Wheat in 1964? W. N. Thompson and J. E. Wills. 2 pages.

63-13 Batch in Bin Drying. V. W. Davis, F. W. Andrew, and J. E. Wills. 2 pages.

63-14 Corn: Sell at Harvest or Store? V. W. Davis and J. E. Wills. 2 pages.

ANIMAL SCIENCE

Current Comments on Egg and Poultry Marketing:

No. 19 Functions of Futures Trading. R. P. Bentz. 2 pages.

DAIRY SCIENCE

DS-1 Recommendations for Efficient Production of Milk for Manufacturing. 9 pages.

Photos Available...

63A-63 Veterinarians deliver "SPF" calf for use in influenza research.

63B-182 New Plant Sciences Building.

FARM EDITORS ORDER SHEET

(If you would like any of this month's listings, please return to address below by November 18.)

November 1963, No. 71

Harold D. Guither
Assistant Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

Please send me the items circled below:

C-872

AGRICULTURAL ECONOMICS: AE-3942, AE-3946, AERR-65, RSM-37

Economics for Agriculture, TA-15

Farm Management Facts and Opinions, 63-11, 63-12, 63-13, 63-14

Current Comments on Egg and Poultry Marketing, No. 19

DAIRY SCIENCE: DS-1

Photos Available: 63A-63, 63B-182

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Remarks _____

Name _____ Publication _____

Address _____

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December 1963, No. 72

Events Coming Up...

ILLINOIS CANNERS' SCHOOL, January 2-3, at the Urbana-Lincoln Motor Inn, Urbana. Processors and fieldmen will hear latest developments on disease control, insects, pesticide safety, and crop varieties. President Charles B. Shuman, American Farm Bureau Federation, will talk on processor-grower bargaining.

ILLINOIS SHEEP DAY, December 13, Urbana. Reports on research completed during the past year include soaked feed for lambs, self-feeding and limited feeding for breeding ewes, nitrate in lamb rations, stilbestrol dehydrated alfalfa, nitrogen sources and processing effects on feed utilization, use of cornfields for lambs, control of foot rot, synchronization of lambing time, and lamb management studies. Program begins at 10 a.m. in the stock pavilion.

FARMSTEAD MECHANIZATION WORKSHOP, January 14-16, University of Illinois Assembly Hall. Sessions include discussions of materials-handling system layouts for beef, dairy, and swine; processing feeds; manure handling; trends in Illinois agriculture; and principles of materials handling in drying and storage systems.

ILLINOIS NUTRITION CONFERENCE, January 22-23, Law Building auditorium. Featured are reports of latest research in animal and dairy science. The program is designed primarily for nutrition research workers.

CUSTOM SPRAY OPERATORS' SCHOOL, January 22-23, Illini Union, Urbana. A well-filled program covering latest recommendations for insect, disease, and weed control.

AGRICULTURAL INDUSTRIES FORUM, January 23-24, Urbana. The theme is "Building Markets at Home and Abroad." Special sessions feature rural areas development, and marketing of dairy, livestock, grain, feed, poultry, and eggs. All sessions will be in the Illini Union.

ILLINOIS FERTILIZER CONFERENCE, January 23-24, Champaign Country Club. Agronomists will report on current topics of interest to fertilizer industry representatives.

RURAL PASTORS AND LAY LEADERS SHORT COURSE, January 27-29, in the Illini Union will have as its theme, "The Role and Concern of Churches in Rural Change and Resource Development."

NEW PLANT SCIENCES BUILDING DEDICATION. The completed wing of the new plant sciences building will be dedicated as J. B. Turner Hall on March 6. Three speakers well known in Illinois agriculture will speak: Paul C. Johnson, editor of PRAIRIE FARMER; Earl Hughes, farmer, former assistant secretary of agriculture, and University trustee; and M. B. Russell, associate director of the Illinois Agricultural Experiment Station, and former head of the agronomy department. University President David D. Henry will speak briefly.

Research in Progress...

The following research projects are to be reported at Sheep Day on December 13:

Effects of organic phosphorus parasiticide. Chemicals that are effective in destroying or inhibiting specific parasites or organisms are being tested on feeder lambs.

Nitrate in soybean meal or urea supplemented rations. This study was made to determine the effects on feeder lambs of feeding nitrate along with soybean meal or urea as the source of dietary nitrogen.

Cracked, steamed cracked, and water-soaked corn for young lambs. Crossbred suckling lambs were fed rations containing regular cracked, steam-cracked, and water-soaked corn.

Cornfield gleaning by lambs. Research using lambs for pre-harvest gleanings have been conducted for a number of years. The findings of a survey among Illinois lamb feeders will show how farmers have accepted this practice.

Self-feeding and limited feeding of bred ewes. The objective was to compare the two methods of feeding and the effects upon the lambs produced.

Synchronization of lambing time. The results with use of drugs to control the breeding times of ewes outside the regular season will be reported.

The January issue of Illinois Agricultural Economics will report findings in the following areas:

Minimum resources for specified incomes on corn and hog farms. The objective of this study by V. W. Davis was to determine the least cost combination of resources needed to obtain earnings of \$2,500, \$3,500, \$4,500, and \$5,500 on east-central Illinois grain farms and western Illinois hog farms.

Custom work and the farmer's machinery investment decision. Norman Coward discusses break-even analysis, costs of labor, alternative uses of capital, timeliness, skill in operating the machine, and prestige of machine ownership as factors in the decision to own machinery or hire custom work.

Agriculture and the European Common Market. Stephen Schmidt analyzes the trade prospects for various farm commodities in the European Economic Community.

Implications of the European Common Market for the United States. Roland Bartlett describes the effects of the Common Market upon total trade in U. S. agricultural and industrial products.

Farm organization in the U.S.S.R. C. B. Baker and E. R. Swanson report on Russian farm organization and management. Both visited the Soviet Union in 1963.

Publications Available...

- B-696 Uses of Grain Futures Markets in the Farm Business. T. A. Hieronymus.
88 pages.
- B-697 Farm Real Estate Sales in Illinois. Folke Dovring and William H. Schofield.
48 pages.
- C-875 Foreign Trade Facts for Illinois Citizens. L. H. Simerl. 6 pages.
- Sheep Day Reports--summaries presented at Illinois Sheep Day December 13.

AGRICULTURAL ECONOMICS

- AEB-6 Sterilized Milk Products. Papers in dairy marketing presented at the Fifth Agricultural Industries Forum January 29-30, 1963.
- AEB-7 Expanding Markets for Milk. Papers in dairy marketing presented at the Fifth Agricultural Industries Forum January 29-23, 1963.
- AE-3963 Foreign Trade Facts for Illinois Citizens. L. H. Simerl. 19 pages.
- AE-3967 Farm Business Adjustments, Fay M. Sims. 25 pages.

Economics for Agriculture

- FM-24 Net Farm Earnings and Capital Invested on Illinois Farms, 1951-62,
D. F. Wilken. 6 pages.
- TA-16 Mathematics Behind the Capitalization of Net Rents Into Farmland Values.
Franklin J. Reiss. 3 pages.

Current Comments on Egg and Poultry Marketing

- No. 20 Futures and Cash Prices Are Related. R. P. Bentz. 2 pages.

Farm Management Facts and Opinions

- No 63-15 Farmer Experiences With Hog-Feeding Methods. A. G. Mueller. 2 pages.

ANIMAL SCIENCE

Monthly Poultry Suggestions.

- Sept-Oct. Salmonella Derby. S. F. Ridlen and Hugh S. Johnson. 2 pages.

AGRONOMY

Agronomy News

- 256 Now You Can Control Quack. Ellery L. Knake. 2 pages.
- 257 Shredded Corn Stalks Help Control Erosion. T. D. Hinesly. 2 pages.
- 258 Control of Wild Garlic and Wild Onion. Bob Wetherell and Ellery L. Knake.
2 pages.

DAIRY SCIENCE

Dairy Digest:

General No. 5. Factors Affecting the Percentage of Solids-Not-Fat and Protein in Milk. L. R. Fryman and G. W. Harpestad. 2 pages.

PLANT PATHOLOGY

Report on Plant Diseases

No. 105 (revised) Septoria Leaf Blotch and Glume Blotch of Wheat. M. C. Shurtleff and M. P. Britton. 3 pages.

No. 111 Septoria Disease on Oats. M. C. Shurtleff, A. L. Hooker, and F. O. Quebral. 3 pages.

No. 305 Powdery Mildew of Red Clover. M. C. Shurtleff and J. W. Gerdemann. 1 page.

No. 306 Seed Rot, Damping-Off, and Seedling Blights of Alfalfa and Clovers. 1 page.

FARM EDITORS ORDER SHEET

(If you would like any of this month's listings, please return to address below
by December 18.)

Hadley Read
Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois 61803

Please send the following items circled below:

B-696 B-697 C-875

Sheep Day Reports

Agricultural Economics: AEB-6 AEB-7 AE-3963 AE-3967

Economics for Agriculture FM-24 TA-16

Current Comments on Egg and Poultry Marketing No. 20

Farm Management Facts and Opinions 63-15

Monthly Poultry Suggestions

Agronomy News: 256 257 258

Dairy Digest. No. 5

Report on Plant Diseases: 105 111 305 306

Remarks _____

Name _____ Publication _____

Address _____

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

December 1962 - January 1963

December 1	University Quarter Horse Sale. Stock Pavilion, Urbana. 1 p.m.
December 4	Farm Structures Day. Law Auditorium, Urbana.
December 4-6	Farmstead Planning and Mechanization Workshop. Law Auditorium, Urbana.
December 6	Benton Feeder Pig Sale.
December 6-7	Annual Turfgrass Conference. Law Auditorium, Urbana. 9 a.m.
December 7	Illinois Sheep Day. Stock Pavilion, Urbana. 10 a.m.
December 10-11	National Swine Growers Council Annual Meeting. Blackhawk Hotel, Davenport, Iowa.
December 13	Illinois Livestock Feeders Association Annual Meeting. Kewanee Hotel, Kewanee.
December 14	Albion Feeder Pig Sale.
January 5	Illinois Swine Improvement Association Annual Meeting. Jefferson Hotel, Peoria.
January 8	4-H Tractor and Automotive Clinic. Yorkville.
January 9	4-H Tractor and Automotive Clinic. Oregon.
January 9-11	Illinois Cannery School. Urbana-Lincoln Motor Inn, Urbana. Registration 12 noon - 1:30 p.m.
January 10	4-H Tractor and Automotive Clinic. Peoria.
January 11	4-H Tractor and Automotive Clinic. Macomb.
January 14-16	Illinois State Nurserymen's Association Meeting. LaSalle Hotel, Chicago.
January 15	4-H Tractor and Automotive Clinic. Benton.
January 15	Illinois State Vegetable Growers Meeting. Louis Joliet Hotel, Joliet. 9:30 a.m.
January 16	4-H Tractor and Automotive Clinic. Vandalia.
January 16	Cook County Vegetable Growers School (South Side). Thornton Township Hall, South Holland. 9 a.m. - 4 p.m.

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

- January 17 Cook County Vegetable Growers School (North Side).
Cook County Truck Gardeners Building, 2120 East, N. W. Highway,
Arlington Heights. 9 a.m. - 4 p.m.
- January 17 4-H Tractor and Automotive Clinic. Springfield.
- January 17 Poultry Production and Marketing Workshop. Lebanon. There
will be six meetings (January 17, 24, 31 and February 7, 14, 21).
See your farm adviser about registration (registration closes
January 3).
- January 18 4-H Tractor and Automotive Clinic. Urbana.
- January 18-19 Illinois Christmas Tree Growers Association Annual Meeting.
Starved Rock State Park Lodge.
- January 22 Local 4-H Leaders Meeting. Farm Bureau Building, Pittsfield.
- January 23 Local 4-H Leaders Meeting. Scripps Park, Rushville.
- January 23-24 Custom Spray Operators' Training School. Illini Union Ballroom,
Urbana. Registration 8-10 a.m.
- January 24 Local 4-H Leaders Meeting. Custer Park, Galesburg.
- January 25 Local 4-H Leaders Meeting. Jefferson Hotel, Peoria.
- January 28-30 Rural Pastors' and Lay Leaders' Short Course. Monday session
at University YMCA. Other sessions in Faculty Lounge, Illini
Union Building, Urbana.
- January 29-30 Agricultural Industries Forum. Garner House, Urbana.
- January 29-31 Illinois Technical Forestry Association Annual Meeting.
Springfield.
- January 30-31 Illinois Homemakers Extension Federation Annual Meeting.
University of Illinois Auditorium. Urbana.
- January 30-31 Madison-Monroe-St. Clair Counties Vegetable Growers School.
Vegetable Growers Hall, Caseyville. 9 a.m.
- January 31-
February 1 Illinois Society of Professional Farm Managers and Rural
Appraisers Annual Meeting. Illini Union, Urbana.

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

January - February 1963

- January 5 Illinois Swine Improvement Association Annual Meeting. Jefferson Hotel, Peoria. 10 a.m.
- January 7 Southern Illinois Peach Pruning Twilight Meeting. Dave McGuire Orchard on Route 51, Makanda.
- January 8 4-H Tractor and Automotive Clinic. Farm Bureau Auditorium, Yorkville. 9:30 a.m. to 3:30 p.m.
- January 9 4-H Tractor and Automotive Clinic. Farm Bureau Auditorium, Oregon. 9:30 a.m. to 3:30 p.m.
- January 9-11 Illinois Cannery School. Urbana-Lincoln Motor Inn, Urbana. Registration, 12 noon to 1:30 p.m.
- January 10 4-H Tractor and Automotive Clinic. Exposition Gardens, North University Avenue, Peoria. 9:30 a.m. to 3:30 p.m.
- January 11 4-H Tractor and Automotive Clinic. Corbin Hall, Western Illinois University, Macomb. 9:30 a.m. to 3.30 p.m.
- January 14-16 Illinois State Nurserymen's Association Meeting. LaSalle Hotel, Chicago.
- January 15 4-H Tractor and Automotive Clinic. Farm Bureau Auditorium, Benton. 9:30 a.m. to 3:30 p.m.
- January 15 Illinois State Vegetable Growers Meeting. Louis Joliet Hotel, Joliet. 9:30 a.m.
- January 16 4-H Tractor and Automotive Clinic. Farm Bureau Auditorium, Vandalia. 9:30 a.m. to 3:30 p.m.
- January 16 Cook County Area Vegetable Growers School (South Side). Thornton Township Hall, South Holland, 9 a.m. to 4 p.m.
- January 17 Cook County Area Vegetable Growers School (North Side). Cook County Truck Gardeners Building, 2120 East, N.W. Highway, Arlington Heights. 9 a.m. to 4 p.m.
- January 17 4-H Tractor and Automotive Clinic. Illinois Building, State Fairgrounds, Springfield. 9:30 a.m. to 3:30 p.m.
- January 17 Poultry Production and Marketing Workshop. Lebanon. There will be six meetings (January 17, 24, 31 and February 7, 14, 21).

-more-

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

- January 18 4-H Tractor and Automotive Clinic. 426 Mumford Hall, Urbana.
9:30 a.m. to 3:30 p.m.
- January 18-19 Illinois Christmas Tree Growers Association Annual Meeting.
Starved Rock State Park Lodge. Registration, 3 to 5 p.m.
- January 22 Local 4-H Leaders Meeting. Farm Bureau Building, Pittsfield.
9:30 a.m.
- January 23 Local 4-H Leaders Meeting. Scripps Park, Rushville. 9:30 a.m.
- January 23-24 Custom Spray Operators' Training School. Illini Union Ballroom,
Urbana. Registration, 8 to 10 a.m.
- January 24 Local 4-H Leaders Meeting. Custer Park, Galesburg. 9:30 a.m.
- January 25 Local 4-H Leaders Meeting. Jefferson Hotel, Peoria. 9:30 a.m.
- January 28-30 Rural Pastors and Lay Leaders Short Course. Monday session at
University YMCA. 1001 S. Wright, Champaign. Other sessions in
Faculty Lounge, Illini Union Building, Urbana.
- January 29-30 Agricultural Industries Forum. Registration, 9 a.m., Garner House
Lounge, Champaign.
- January 29-31 Illinois Technical Forestry Association Annual Meeting. St. Nicholas
Hotel, Springfield. Registration, 2 to 6 p.m.
- January 30-31 Illinois Homemakers Extension Federation Annual Meeting. Registra-
tion, 10 a.m., University of Illinois Auditorium, Urbana.
- January 30-31 Madison-Monroe-St. Clair Counties Vegetable Growers School.
Vegetable Growers Hall, Caseyville. 9 a.m.
- January 31-
February 1 Illinois Society of Professional Farm Managers and Rural Appraisers
Annual Meeting. Registration, 12:30 p.m., Illini Union, Urbana.
- February 1 Benton Feeder Pig Sale. 1 p.m.
- February 1-3 Rural Youth Winter Rally. Registration, 7:30 p.m., Clark House
Recreation Room, Champaign.
- February 4 Local 4-H Leaders Meeting. Farm Bureau Building, Louisville.
9:30 a.m.
- February 4-
March 15 Winter Short Course in Agriculture and Home Economics. University
of Illinois, Urbana.
- February 5 Local 4-H Leaders Meeting. Wesley Center Methodist Church,
Harrisburg. 9:30 a.m.
- February 5 Local 4-H Leaders Meeting. Carruthers Junior High School, Carbondale.
Evening meeting.

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 3

- February 5-6 Dixon Springs Beef Cattle Days. Dixon Springs.
- February 6 Southern Illinois Horticultural Society Meeting. Agricultural Industries Building, Southern Illinois University, Carbondale. 9:30 a.m. to 4 p.m.
- February 6 Local 4-H Leaders Meeting. First Baptist Church, Mt. Vernon. 9:30 a.m.
- February 7 Local 4-H Leaders Meeting. St. Paul's E. and R. Church, Carlinville. 9:30 a.m.
- February 8 Local 4-H Leaders Meeting. Augustine's Restaurant, 1234 Centerville Avenue, Belleville. 9:30 a.m.
- February 11-12 Calhoun County Area Fruit School. Hardin High School, Hardin. Monday, 7:30 to 9 p.m. Tuesday, 9:30 a.m. to 4 p.m.
- February 12 Northern Illinois Swine Institute. Rochelle High School, Rochelle.
- February 13 Dixon Springs Sheep Day. Dixon Springs.
- February 13 Central Area Horticultural Society Meeting. Adams County Shippers' Association, Quincy. 9:30 a.m. to 4 p.m.
- February 23 14th Annual 4-H and FFA Dairy Calf Sale sponsored by the Illinois Purebred Dairy Cattle Association. Stock Pavilion, Urbana. 11 a.m. (Only FFA and 4-H members are eligible to purchase.)

-30-

SJT:dl
1/4/63

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

February - March 1963

- February 1 Benton Feeder Pig Sale. 1 p.m.
- February 1 Madison, Monroe, St. Clair Counties. Tomato Growers Meeting.
Augustine's Restaurant, 1234 Centerville Avenue, Belleville. 10 a.m.
- February 1-3 Rural Youth Winter Rally. Registration, 7:30 p.m., Clark House
Recreation Room, Champaign.
- February 4 Local 4-H Leaders Meeting. Farm Bureau Building, Louisville. 9:30 a.m.
- February 4-
March 15 Winter Short Course in Agriculture and Home Economics. University of
Illinois, Urbana.
- February 5 Local 4-H Leaders Meeting. Wesley Center Methodist Church, Harrisburg.
9:30 a.m.
- February 5 Local 4-H Leaders Meeting. Carruthers Junior High School, Carbondale.
Evening meeting.
- February 6 Dixon Springs Beef Cattle Days. Dixon Springs.
- February 6 Southern Illinois Horticultural Society Meeting. Agricultural
Industries Building, Southern Illinois University, Carbondale.
9:30 a.m. to 4 p.m.
- February 6 Local 4-H Leaders Meeting. First Baptist Church, Mt. Vernon.
9:30 a.m.
- February 7 Local 4-H Leaders Meeting. St. Paul's E. and R. Church, Carlinville.
9:30 a.m.
- February 8 Local 4-H Leaders Meeting. Augustine's Restaurant, 1234 Centerville
Avenue, Belleville. 9:30 a.m.
- February 11-12 Calhoun County Area Fruit School. Hardin High School, Hardin.
Monday, 7:30 to 9 p.m. Tuesday, 9:30 a.m. to 4 p.m.
- February 12 Northern Illinois Swine Institute. Rochelle High School, Rochelle.
- February 13 Dixon Springs Sheep Day. Dixon Springs.
- February 13 Central Area Horticultural Society Meeting. Adams County Shippers'
Association, Quincy. 9:30 a.m. to 4 p.m.
- February 16-23 National FFA Week.
- February 19 Melon Growers' Meeting. Mason County Agricultural Center, Havana.
10 a.m. to 3 p.m.

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Journal of Management Studies, 19(1), 67-80.

1. The first step is to identify the problem or goal. This involves understanding the current situation and what needs to be achieved.

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U.S. DEPT. OF JUSTICE

TO: TELETYPE UNIT COMMUNICATIONS SECTION U.S. DEPT. OF JUSTICE WASHINGTON, D.C.

Approved by _____ Date _____

✓ 06/07/2020 ✓ 06/08/2020 ✓ 06/09/2020 ✓ 06/10/2020 ✓ 06/11/2020 ✓ 06/12/2020 ✓ 06/13/2020 ✓ 06/14/2020 ✓ 06/15/2020 ✓ 06/16/2020 ✓ 06/17/2020 ✓ 06/18/2020 ✓ 06/19/2020 ✓ 06/20/2020 ✓ 06/21/2020 ✓ 06/22/2020 ✓ 06/23/2020 ✓ 06/24/2020 ✓ 06/25/2020 ✓ 06/26/2020 ✓ 06/27/2020 ✓ 06/28/2020 ✓ 06/29/2020 ✓ 06/30/2020

blinded to the identity of the subjects and the results of the study.

NOTES ON THE HISTORY OF THE
CITY OF NEW YORK

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED
DATE 06-10-2010 BY 60322 UCBAW

1. 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349

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• alliteration : words with a repeated sound at the beginning of a word or phrase

DATE: 11/11/2011 10:54 AM

1. State of New York
 2. County of Albany
 3. City of Albany
 4. Office of the Mayor
 5. Albany, N.Y.
 6. January 1, 1900
 7. To the Honorable Board of Supervisors
 8. of the County of Albany
 9. I have the honor to acknowledge the receipt of your letter of the 28th inst.
 10. and in reply to inform you that the same has been forwarded to the proper
 11. authorities for their consideration.
 12. I am, Sir, very respectfully,
 13. Your obedient servant,
 14. John A. Brown, Mayor.
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Abstract

10. The following information was obtained from the records of the Federal Bureau of Investigation, New York City, New York, dated 10/10/68:

ARICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

- February 23 14th Annual 4-H and FFA Dairy Calf Sale sponsored by the Illinois Purebred Dairy Cattle Association. Stock Pavilion, Urbana. 11 a.m. (Only FFA and 4-H members are eligible to purchase.)
- February 23 Area Barrow Show and Marketing Clinic. Winnebago County Fairgrounds, Pocatonica. 10 a.m.
- February 27 St. Louis Market Hog Show. National Stockyards, Illinois.
- March 2 Area Barrow Show and Marketing Clinic. Gail Rogers Sale Barn, Rock Falls. 10 a.m.
- March 2-9 National 4-H Week.
- March 4 Local 4-H Leaders Meeting. Farm Bureau Building, Morrison. 9:30 a.m.
- March 5 Local 4-H Leaders Meeting. Rockford. 9:30 a.m.
- March 6 Local 4-H Leaders Meeting. West Suburban YMCA, La Grange. 9:30 a.m.
- March 7 Benton Feeder Pig Sale. 1 p.m.
- March 7 Davenport Area Barrow Show. Mississippi Valley Fair Grounds, Davenport, Iowa. 8 a.m.
- March 8 Local 4-H Leaders Meeting. Kankakee Hotel, Kankakee. 9:30 a.m.
- March 16 Agriculture Student Guest Day and Home Economics Hospitality Day. University of Illinois, Urbana.
- March 16 Area Barrow Show and Marketing Clinic. Kewanee Auction Sale Arena, Kewanee. 10 a.m.
- March 18-22 14th Hardwood Lumber Grading Short Course. Union County Farm Bureau Office, Jonesboro.
- March 18-22 6th Annual Kiln Drying Short Course. Woods Products Pilot Plant, Southern Illinois University, Carbondale.
- March 19 Illinois Swine Day. New Assembly Hall, University of Illinois, Champaign.
- March 25 Local 4-H Leaders Meeting. Masonic Temple, Decatur. 9:30 a.m.
- March 26 Local 4-H Leaders Meeting. St. John's Lutheran Church, Champaign. 9:30 a.m.
- March 28 Local 4-H Leaders Meeting. Methodist Church, Mattoon. 9:30 a.m.
- March 29 Local 4-H Leaders Meeting. Methodist Church, Streator. 9:30 a.m.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

March - April 1963

March 2	Area Barrow Show and Marketing Clinic. Gail Rogers Sale Barn, Rock Falls. 10 a.m.
March 2-9	National 4-H Week.
March 4	Local 4-H Leaders Meeting. Farm Bureau Building, Morrison. 9:30 a.m.
March 5	Local 4-H Leaders Meeting. Rockford. 9:30 a.m.
March 6	Local 4-H Leaders Meeting. West Suburban YMCA, La Grange. 9:30 a.m.
March 7	Benton Feeder Pig Sale. 1 p.m.
March 7	Davenport Area Barrow Show. Mississippi Valley Fair Grounds, Davenport, Iowa. 8 a.m.
March 8	Local 4-H Leaders Meeting. Kankakee Hotel, Kankakee. 9:30 a.m.
March 16	Annual meeting of U. of I. College of Agriculture Alumni Association. 426 Mumford Hall, Urbana. 10 a.m. Afternoon session at University YMCA, Champaign.
March 16	Agriculture Student Guest Day and Home Economics Hospitality Day. University of Illinois, Urbana.
March 16	Area Barrow Show and Marketing Clinic. Kewanee Auction Sale Arena, Kewanee. 10 a.m.
March 18-22	14th Hardwood Lumber Grading Short Course. Union County Farm Bureau Office, Jonesboro.
March 18-22	6th Annual Kiln Drying Short Course. Woods Products Pilot Plant, Southern Illinois University, Carbondale.
March 19	Illinois Swine Day. Auditorium (not in New Assembly Hall), University of Illinois, Urbana.
March 21	District 4 Annual Illinois Farm Electrification Council Meeting. Farm Bureau Office, Vandalia. 9:30 a.m. - 3 p.m.
March 21	Local 4-H Leaders Meeting. Methodist Church, Mattoon. 9:30 a.m.
March 25	Local 4-H Leaders Meeting. Masonic Temple, Decatur. 9:30 a.m.
March 26	Local 4-H Leaders Meeting. St. John's Lutheran Church, Champaign. 9:30 a.m.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

March 26-27 Materials Handling Field Day. West Frankfort.

March 29 Local 4-H Leaders Meeting. Methodist Church, Streator. 9:30 a.m.

March 29 District 3 Annual Illinois Farm Electrification Council Meeting.
Corn Belt Cooperative Office, Bloomington. 9:30 a.m. - 3 p.m.

April 3-4 Illinois Bankers Association Agricultural Conference. University
of Illinois, Illini Union, Urbana. Registration, 8:30 a.m.

April 4 Dixon Springs Bull Sale. 1 p.m.

April 5 Illinois Cattle Feeders Day. University of Illinois, Urbana.
Morning Session at Beef Farm. Afternoon Session in Auditorium.

April 6 Livestock Fitting and Showing Demonstration. State Fairgrounds,
Springfield. 9:30 a.m.

April 11 District 2 Annual Illinois Farm Electrification Council Meeting.
Western Illinois University, Macomb. 10 a.m. - 3 p.m.

April 12 Feeder Pig Sale. Albion. 1 p.m.

April 18 Feeder Pig Sale. Benton. 1 p.m.

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

April - May 1963

April 3-4	Illinois Bankers Association Agricultural Conference. University of Illinois, Illini Union, Urbana. Registration, 8:30 a.m.
April 4	Dixon Springs Bull Sale. 1 p.m.
April 5	Illinois Cattle Feeders Day. University of Illinois, Urbana. Morning Session at Beef Farm. Afternoon Session in Auditorium.
April 11	District 2 Annual Illinois Farm Electrification Council Meeting. Western Illinois University, Macomb. 10 a.m. - 3 p.m.
April 12	Feeder Pig Sale. Albion. 1 p.m.
April 18	Feeder Pig Sale. Benton. 1 p.m.
May 3	FFA Public Speaking Semi-Finals (Prepared Speech) and Finals (Extemporaneous Speech). 426 Mumford Hall, Urbana. 1 p.m.
May 4	FFA Awards Day Program. 103 Mumford Hall, Urbana. 10 a.m.
May 10-11	"Vetevue" (Veterinary Medicine Open House). Veterinary Medicine Building, Large Animal Clinic, and Stock Pavilion. Friday: 1 p.m. - 9 p.m. Saturday: 9 a.m. - 5 p.m.
May 22	Vegetable Twilight Meeting, North Cook County. Place to be announced. 7 p.m. (If interested, check with farm adviser.)
May 23	Vegetable Twilight Meeting, South Cook County. South Holland-Lansing area (place to be announced). 7 p.m. (If interested, check with farm adviser.)
May 25-26	Family Camping Show. Illini Grove, Urbana.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

May - June 1963

- May 3 FFA Public Speaking Semi-Finals (Prepared Speech) and Finals (Extemporaneous Speech). 426 Mumford Hall, Urbana. 1 p.m.
- May 4 FFA Awards Day Program. 103 Mumford Hall, Urbana. 10 a.m.
- May 10-11 "Vetevue" (Veterinary Medicine Open House). U. of I. Veterinary Medicine Building, Large Animal Clinic, and Stock Pavilion, Urbana. Friday: 1 p.m. - 9 p.m. Saturday: 9 a.m. - 5 p.m.
- May 10-11 Agricultural Engineering Open House. Ag Engineering Buildings, Urbana. Friday: 10 a.m. - 10 p.m. Saturday: 9 a.m. - 5 p.m.
- May 22 Vegetable Twilight Meeting, North Cook County. Place to be announced. 7 p.m. (If interested, check with farm adviser.)
- May 22-24 Illinois Technical Forestry Association Meeting. Wagon Wheel Lodge, Rockton. Registration 5 - 6 p.m.
- May 23 Vegetable Twilight Meeting, South Cook County. South Holland - Lansing area (place to be announced). 7 p.m. (If interested, check with farm adviser.)
- May 25-26 Family Camping Show. Illini Grove, Urbana.
- May 28 Farm Machinery Day. 150 Veterinary Medicine Building. 9:30 a.m.
- June 5 4-H Lamb Marketing Day. National Stock Yards, Illinois.
- June 7 Feeder Pig Sale. Edwards County Fairground, Albion. 8 p.m.
- June 11 Agronomy Field Day. Brownstown Experiment Field, Fayette County. 10 a.m.
- June 11-13 35th Annual Illinois State FFA Convention. University of Illinois Assembly Hall, Urbana. 1 p.m. Tuesday to 3:30 p.m. Thursday.
- June 12 Agronomy Field Day. Carlinville Experiment Field, Macoupin County. 1:30 p.m.
- June 12-13 Illinois Society of Professional Farm Managers and Rural Appraisers Summer Tour. Peoria area.
- June 13 Agronomy Field Day. Toledo Experiment Field, Cumberland County. 1:30 p.m.
- June 13 Field Day. Drug and Horticulture Experiment Station, Downers Grove. 10 a.m.

AGRICULTURAL EVENTS CALENDAR - 2

- June 13 4-H Lamb Show (Edgar, Vermilion, Iroquois and Champaign Counties).
Stock Yards, Danville. Evening.
- June 14 Lamb Pool. Stock Yards, Danville.
- June 14 Agronomy Field Day. Newton Experiment Field, Jasper County. 1:30 p.m.
- June 16-18 Lipid Symposium for Dedication of the Burnsidess Research Laboratory.
Burnsidess Research Laboratory, Urbana. Registration: 1:30 - 4:30 p.m.
Sunday.
- June 18 Illinois Crop Improvement Association Annual Meeting. Urbana.
- June 18-20 Vocational Agriculture Teachers Annual Conference. Illini Union,
Urbana.
- June 18-21 Illinois 4-H Club Week. Urbana.
- June 19 Illinois Crop Improvement Association and Illinois Seed Dealers
Association Tour of University of Illinois Agronomy South Farm. Urbana.
- June 20 Agronomy Day. University of Illinois South Farm, Urbana. 9 a.m.
- June 25 Vocational Agriculture State Judging Contest. Stock Pavilion, Urbana.
10 a.m.
- June 26-27 Materials Handling Field Day. Exposition Gardens, Peoria.
- June 27 Feeder Pig Sale. Benton. 1 p.m.
- June 28 Illinois Purebred Sheep Breeders Association Annual Ram and Ewe Sale.
Stock Pavilion, Urbana. Sifting, 9 a.m. Sale, 1 p.m.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

June - July 1963

June 5	4-H Lamb Marketing Day. National Stock Yards, Illinois.
June 7	Feeder Pig Sale. Edwards County Fairground, Albion. 8 p.m.
June 10	District 4-H Livestock Judging School. Jasper County Fairgrounds, Newton. 9:30 a.m.
June 11	Agronomy Field Day. Brownstown Experiment Field, Fayette County. 10 a.m.
June 11-13	35th Annual Illinois State FFA Convention. University of Illinois Assembly Hall, Urbana. 1 p.m. Tuesday to 3:30 p.m. Thursday.
June 12	Agronomy Field Day. Carlinville Experiment Field, Macoupin County. 1:30 p.m.
June 12-13	Illinois Society of Professional Farm Managers and Rural Appraisers Summer Tour. Lincoln-Peoria-Pekin area. Tour will begin June 12 at Oglesby No. 1 Trust Farm, Raymond Zurkammer, Operator, 1 3/4 miles east of Lincoln, 9:30 a.m.
June 13	Agronomy Field Day. Toledo Experiment Field, Cumberland County. 1:30 p.m.
June 13	Field Day. Drug and Horticulture Experiment Station, Downers Grove. 10 a.m.
June 13	4-H Lamb Show (Edgar, Vermilion, Iroquois and Champaign Counties). Stock Yards, Danville. Evening.
June 14	Lamb Pool. Stock Yards, Danville.
June 14	Agronomy Field Day. Newton Experiment Field, Jasper County. 1:30 p.m.
June 16-18	Lipid Symposium for Dedication of the Burnsides Research Laboratory. Burnsides Research Laboratory, Urbana. Registration, 1:30 - 4:30 p.m. Sunday.
June 18	Illinois Crop Improvement Association Annual Meeting. Urbana.
June 18-21	Illinois 4-H Club Week. Urbana.
June 19	Illinois Crop Improvement Association and Illinois Seed Dealers Association Tour of University of Illinois Agronomy South Farm. Urbana.

AGRICULTURAL EVENTS CALENDAR - 2

June 20	Agronomy Day. University of Illinois South Farm, Urbana. 9 a.m.
June 25	Vocational Agriculture State Judging Contest. Stock Pavilion, Urbana. 10 a.m.
June 26-27	Materials Handling Field Day. Exposition Gardens, Peoria.
June 27	Feeder Pig Sale. Benton. 8 p.m.
June 28	Illinois Purebred Sheep Breeders Association Annual Ram and Ewe Sale. Stock Pavilion, Urbana. Sifting, 9 a.m. Sale, 1 p.m.
July 1	Agronomy Field Day. DeKalb Research Center, DeKalb. 1:30 p.m.
July 2	State 4-H Judging Contest. Stock Pavilion, Urbana. Registration, 9 a.m.
July 8	North Cook County Vegetable Twilight Meeting. Place to be announced. 7 p.m.
July 9	South Cook County Vegetable Twilight Meeting. Lansing. 7 p.m.
July 12	Feeder Pig Sale. Edwards County Fairground, Albion. 8 p.m.
July 20	Tri-State 4-H Swine Marketing Day. Evansville, Indiana.
July 21-27	National Farm Safety Week.
July 21-27	4-H Leadership Conference. 4-H Memorial Camp, Monticello.
July 24-26	American Poultry and Hatchery Federation Convention. Conrad Hilton Hotel, Chicago.
July 29 - Aug. 2	4-H Conservation Camp. 4-H Memorial Camp, Monticello.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

July - August 1963

July 1	Agronomy Field Day. DeKalb Research Center, DeKalb. 1:30 p.m.
July 2	State 4-H Judging Contest. Stock Pavilion, Urbana. Registration, 9 a.m.
July 8	North Cook County Vegetable Twilight Meeting. Place to be announced. 7 p.m.
July 9	South Cook County Vegetable Twilight Meeting. Lansing. 7 p.m.
July 11	East St. Louis Area Twilight Vegetable Meeting (Madison-Monroe-St. Clair Counties). William Bruns farm near Granite City. 7 p.m.
July 12	Feeder Pig Sale. Edwards County Fairground, Albion. 8 p.m.
July 20	Tri-State 4-H Swine Marketing Day. Evansville, Indiana.
July 21-27	National Farm Safety Week.
July 21-27	4-H Leadership Conference. 4-H Memorial Camp, Monticello.
July 24-26	American Poultry and Hatchery Federation Convention. Conrad Hilton Hotel, Chicago.
July 29 - August 2	4-H Conservation Camp. 4-H Memorial Camp, Monticello.
August 1	Agronomy Field Day. Carbondale Experiment Field, Jackson County. 1 p.m.
August 4-10	Illinois Technical Forestry Association Boys' Farm Forestry Camp. Southern Illinois 4-H District Camp, West Frankfort.
August 7	Southern Illinois Area Farm Management Tour at the Melvin Stumpf dairy farm, Belleville, 9:30 a.m., and at the Howard Albert Farm, 1 mile southwest of Millstadt on Illinois 158, 1:30 p.m.
August 9-18	Illinois State Fair. State Fairgrounds, Springfield.
August 22-23	Illinois Farm Sports Festival. Lincoln Park and State Fairgrounds, Springfield.

THE HISTORY OF THE CITY OF BOSTON

FROM 1630 TO 1800

The city of Boston, situated on a small island in the harbor of Massachusetts, was founded in 1630 by a group of Puritan settlers. The city grew rapidly, becoming one of the most important centers of commerce and industry in the New England colonies. In 1773, the city was the site of the Boston Tea Party, a protest against British taxation. The city was then the center of the American Revolution, and it was here that the Declaration of Independence was signed. After the war, the city continued to grow, becoming a major center of commerce and industry. In 1800, the city was still a small town, but it was the beginning of a great city.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

July - August 1963

July 1	Agronomy Field Day. DeKalb Research Center, DeKalb. 1:30 p.m.
July 2	State 4-H Judging Contest. Stock Pavilion, Urbana. Registration, 9 a.m.
July 8	North Cook County Vegetable Twilight Meeting. Place to be announced. 7 p.m.
July 9	South Cook County Vegetable Twilight Meeting. Lansing. 7 p.m.
July 11	East St. Louis Area Twilight Vegetable Meeting (Madison-Monroe-St. Clair Counties). William Bruns farm near Granite City. 7 p.m.
July 12	Feeder Pig Sale. Edwards County Fairground, Albion. 8 p.m.
July 20	Tri-State 4-H Swine Marketing Day. Evansville, Indiana.
July 21-27	National Farm Safety Week.
July 21-27	4-H Leadership Conference. 4-H Memorial Camp, Monticello.
July 24-26	American Poultry and Hatchery Federation Convention. Conrad Hilton Hotel, Chicago.
July 29 - August 2	4-H Conservation Camp. 4-H Memorial Camp, Monticello.
August 1	Agronomy Field Day. Carbondale Experiment Field, Jackson County. 1 p.m.
August 4-10	Illinois Technical Forestry Association Boys' Farm Forestry Camp. Southern Illinois 4-H District Camp, West Frankfort.
August 7	Southern Illinois Area Farm Management Tour at the Melvin Stumpf dairy farm, Belleville, 9:30 a.m., and at the Howard Albert Farm, 1 mile southwest of Millstadt on Illinois 158, 1:30 p.m.
August 9-18	Illinois State Fair. State Fairgrounds, Springfield.
August 22-23	Illinois Farm Sports Festival. Lincoln Park and State Fairgrounds, Springfield.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

August - September 1963

August 1	Agronomy Field Day. Carbondale Experiment Field, Jackson County. 1 p.m.
August 2-3	Illinois Christmas Tree Growers Summer Meeting. Havana.
August 4-10	Illinois Technical Forestry Association Boys' Farm Forestry Camp. Southern Illinois 4-H District Camp, West Frankfort.
August 7	Southern Illinois District Farm Management Tour, Melvin Stumpf dairy farm, Belleville, 10 a.m.; Howard Albert Farm, 1 mile south- west of Millstadt on Illinois 158. 1 p.m.
August 9-18	Illinois State Fair. State Fairgrounds, Springfield.
August 13-15	Midwest Nurserymen's Summer Seminar (sponsored by Wisconsin, Indiana and Illinois nurserymen). O'Hare Inn, Chicago.
August 22-23	Illinois Farm Sports Festival. Lincoln Park and State Fairgrounds, Springfield.
August 23	4-H Beef Marketing Day. Peoria Union Stockyards, Peoria.
August 24	Southwestern Illinois Test Station Field Day. Mascoutah. 1:30 p.m.
August 29	4-H Beef Marketing Day. National Stockyards, Illinois.
September 3	Southwestern Illinois Swine Improvement Association Sale of Tested Boars. Mascoutah. 8 p.m.
September 4	Agronomy Field Day. Brownstown Experiment Field, Fayette County. 9:30 a.m.
September 4	Melon Field Day. University of Illinois Farm, Oquawka. 1:30 p.m.
September 4	Northern Illinois District Farm Management Tour, Merwin Ness and Dupont farm, Big Rock, 10 a.m.; and Chester Rasmusen farm, Plano. 1 p.m.
September 5	Agronomy Field Day. Toledo Experiment Field, Cumberland County. 1:30 p.m.
September 5	Western Illinois District Farm Management Tour, Reed Gibbs and Bill Curry farm, Victoria, 9:30 a.m.; Keith and Jerry King farm, Victoria. 2 p.m.

September 5 Farm Bureau Farm Management Association Annual Meeting. Reed Gibbs farm, Victoria. 10:30 a.m.

September 5 Ford County Swine Improvement Association Sale of Tested Boars. Melvin. Evening.

September 6 Agronomy Field Day. Oblong Experiment Field, Crawford County. 1:30 p.m.

September 6 Feeder Pig Sale. Edwards County Fairground, Albion. 8 p.m.

September 9 Agronomy Field Day. Kewanee Experiment Field, Henry County. 1:30 p.m.

September 9-10 Hatchery Blood Testers' School. College of Veterinary Medicine, Urbana.

September 10 Agronomy Field Day. Newton Experiment Field, Jasper County. 1:30 p.m.

September 10 Agronomy Field Day. Aledo Experiment Field, Mercer County. 1:30 p.m.

September 10 Illinois State Turkey Growers' Meeting. Howard Kauffman farm, Waterman. 10 a.m.

September 11 Agronomy Field Day. Carthage Experiment Field, Hancock County. 1:30 p.m.

September 12 Illinois Society of Professional Farm Managers and Rural Appraisers Fall Meeting and Tour. Animal Science and Agronomy Research Farms, Urbana. 9:15 a.m.

September 12 Agronomy Field Day. Clayton Experiment Field, Adams County. 1:30 p.m.

September 12 Clark County Swine Improvement Association Sale of Tested Boars. Martinsville Fairgrounds. Evening.

September 13 Agronomy Field Day. Hartsburg Experiment Field, Logan County. 1:30 p.m.

September 13 Feeder Cattle Sale. Vincennes, Indiana. 1 p.m.

September 14 4-H Poultry Judging Finals. University Poultry Farm, Urbana. 9:30 a.m.

September 17 Agronomy Field Day. Elwood Experiment Field, Will County. 1:30 p.m.

September 18 Agronomy Field Day. Dixon Experiment Field, Lee County. 1:30 p.m.

- September 21 Vocational Agriculture Milk and Meats Judging Contest. Stock Pavilion, Urbana. 10 a.m.
- September 22-28 Town and Country Art Show. Architecture Building Gallery, Urbana. 1 to 5 p.m. Sunday through Friday. 9 a.m. to 3 p.m. Saturday.
- September 24-26 Farm Progress Show. James Yordy farm, 1/2 mile south of Morton.
- September 27 Feeder Cattle Sale. Vincennes, Indiana. 1 p.m.

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

September - October 1963

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| September 3 | Southwestern Illinois Swine Improvement Association Sale of Tested Boars. Mascoutah. 8 p.m. |
| September 4 | Agronomy Field Day. Brownstown Experiment Field, Fayette County. 9:30 a.m. |
| September 4 | Melon Field Day. University of Illinois Farm, Oquawka. 1:30 p.m. |
| September 4 | Northern Illinois District Farm Management Tour, Merwin Ness and Dupont farm, Big Rock, 10 a.m.; and Chester Rasmusen farm, Plano. 1 p.m. |
| September 5 | Agronomy Field Day. Toledo Experiment Field, Cumberland County. 1:30 p.m. |
| September 5 | Western Illinois District Farm Management Tour, Reed Gibbs and Bill Curry farm, Victoria, 9:30 a.m.; Keith and Jerry King farm, Victoria. 2 p.m. |
| September 5 | Farm Bureau Farm Management Association Annual Meeting. Reed Gibbs farm, Victoria. 10:30 a.m. |
| September 5 | Ford County Swine Improvement Association Sale of Tested Boars. Melvin. Evening. |
| September 6 | Agronomy Field Day. Oblong Experiment Field, Crawford County. 1:30 p.m. |
| September 6 | Feeder Pig Sale. Edwards County Fairground, Albion. 8 p.m. |
| September 9 | Agronomy Field Day. Kewanee Experiment Field, Henry County. 1:30 p.m. |
| September 9-10 | Hatchery Blood Testers' School. College of Veterinary Medicine, Urbana. |
| September 10 | Agronomy Field Day. Newton Experiment Field, Jasper County. 1:30 p.m. |
| September 10 | Agronomy Field Day. Aledo Experiment Field, Mercer County. 1:30 p.m. |
| September 10 | Illinois State Turkey Growers' Meeting. Howard Kauffman farm, Waterman. 10 a.m. |
| September 11 | Agronomy Field Day. Carthage Experiment Field, Hancock County. 1:30 p.m. |

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

- September 12 Illinois Society of Professional Farm Managers and Rural Appraisers Fall Meeting and Tour. Animal Science and Agronomy Research Farms, Urbana. 9:15 a.m.
- September 12 Agronomy Field Day. Clayton Experiment Field, Adams County. 1:30 p.m.
- September 12 Clark County Swine Improvement Association Sale of Tested Boars. Martinsville Fairgrounds. Evening.
- September 13 Agronomy Field Day. Hartsburg Experiment Field, Logan County. 1:30 p.m.
- September 13 Feeder Cattle Sale. Producers' Stockyards, Vincennes, Indiana. 1 p.m.
- September 14 4-H Poultry Judging Finals. University Poultry Farm, Urbana. 9:30 a.m.
- September 16 Turf Field Day. U. of I. Turf Plots, S. Lincoln Avenue, 10 a.m.
- September 17 Agronomy Field Day. Elwood Experiment Field, Will County. 1:30 p.m.
- September 18 Agronomy Field Day. Dixon Experiment Field, Lee County. 1:30 p.m.
- September 18 District Communication Workshop for FFA Reporters and Advisers. 426 Mumford Hall, Urbana. 4 p.m.
- September 19 State Plowing Contest. Eight miles north of Vandalia on Route 51.
- September 21 Vocational Agriculture Milk and Meats Judging Contest. Stock Pavilion, Urbana. 10 a.m.
- September 22-28 Town and Country Art Show. Architecture Building Gallery, Urbana. 1 to 5 p.m. Sunday through Friday. 9 a.m. to 3 p.m. Saturday.
- September 24-26 Farm Progress Show. James Yordy farm, 1/2 mile south of Morton.
- September 27 Feeder Cattle Sale. Producers' Stockyards, Vincennes, Indiana. 1 p.m.
- October 2-4 Annual Meeting, Central States Section, Society of American Foresters. Holiday Inn, Jacksonville.
- October 3 Dixon Springs Feeder Cattle Sale. Dixon Springs. 1 p.m.
- October 4-5 Illinois Nutrition Committee Annual Conference. St. Nicholas Hotel, Springfield.
- October 10 Feeder Pig Sale. Benton. 1 p.m.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 3

October 11	Feeder Cattle Sale. Producers' Stockyards, Vincennes, Indiana. 1 p.m.
October 18	Feeder Pig Sale. Edwards County Fairground, Albion. 8 p.m.
October 19	Evansville 4-H Steer Show and Marketing Day. Stockyards, Evansville, Indiana.
October 21	Western Illinois Livestock Association Feeder Cattle Sale. Pittsfield. 1 p.m.
October 25	Feeder Cattle Sale. Producers' Stockyards, Vincennes, Indiana. 1 p.m.

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8/27/63

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

October - November 1963

October 2-4	Annual Meeting, Central States Section, Society of American Foresters. Holiday Inn, Jacksonville.
October 3	Dixon Springs Feeder Cattle Sale. Dixon Springs. 1 p.m.
October 10	Feeder Pig Sale. Benton. 1 p.m.
October 11	Feeder Cattle Sale. Producers' Stockyards, Vincennes, Indiana. 1 p.m.
October 15-16	Dairy Technology Conference on Cottage Cheese and Sour Cream. Illini Union Building, Urbana.
October 18	Feeder Pig Sale. Edwards County Fairground, Albion. 8 p.m.
October 18	Evansville 4-H Steer Show and Marketing Day. Stockyards, Evansville, Indiana.
October 21	Western Illinois Livestock Association Feeder Cattle Sale. Pittsfield. 1 p.m.
October 25	Feeder Cattle Sale. Producers' Stockyards, Vincennes, Indiana.
November 10-13	American Association of Land-Grant Colleges and State Universities Annual Convention. Chicago.
November 18	Western Illinois Cooperative Cattle Feeders Sale. Colchester.
November 18-20	Illinois Agricultural Association Annual Meeting. Chicago.
November 21	Farm Structures Day. Bevier Hall Auditorium. Urbana. 9:30 a.m.
November 26	4-H Leaders' Recognition Day. Springfield.
Nov. 29-Dec. 7	International Livestock Exposition. Chicago.

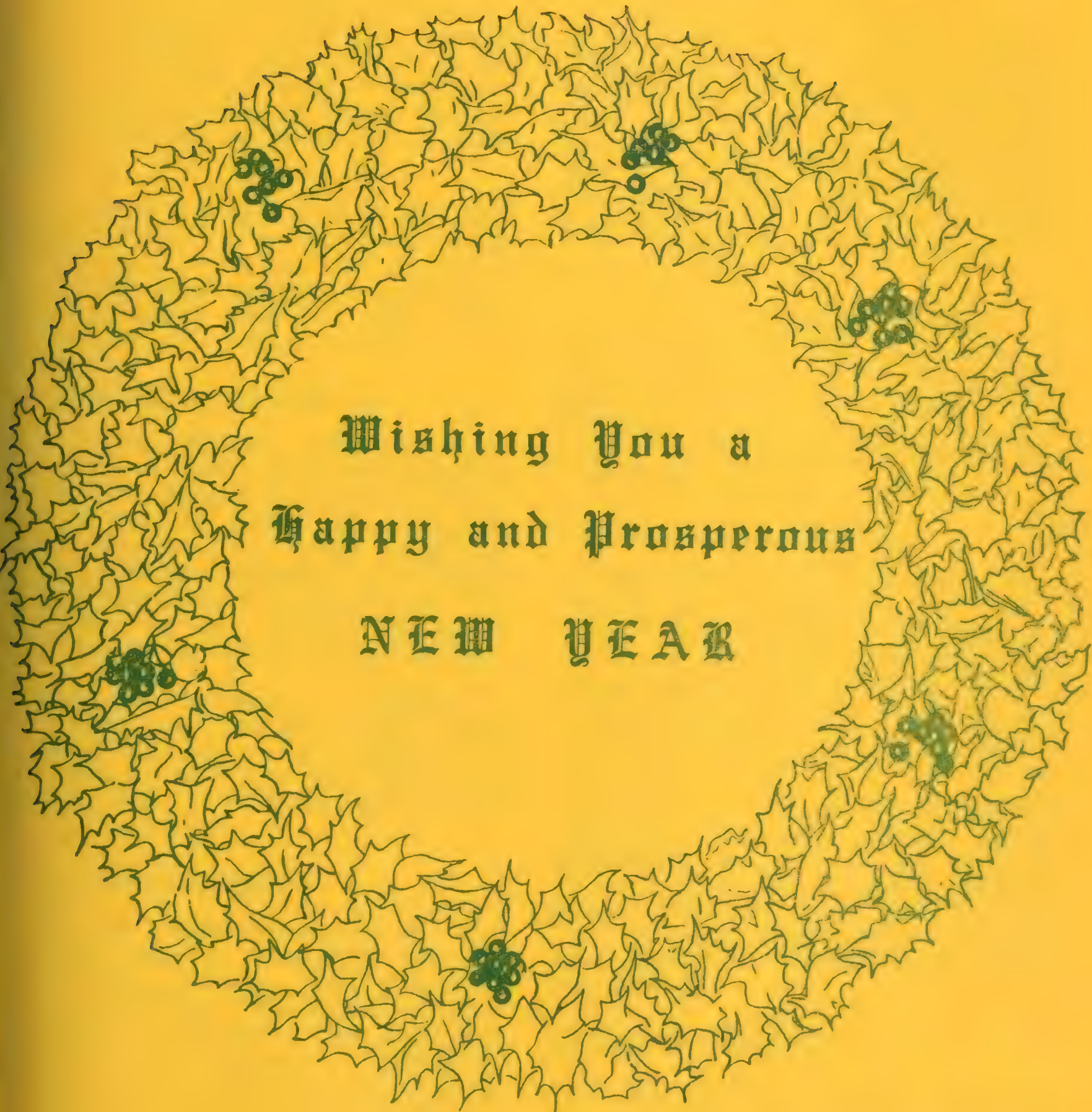
From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

November - December 1963

November 10-13	American Association of Land-Grant Colleges and State Universities Annual Convention, Chicago.
November 14	Horseradish Field Day. William Bruns Farm, Granite City.
November 18	Western Illinois Cooperative Feeder Cattle Sale, Colchester.
November 18-20	Illinois Agricultural Association Annual Meeting, Chicago.
November 21	Farm Structures Day. Bevier Hall Auditorium, University of Illinois, Urbana. 9:30 a.m.
November 26	4-H Leaders' Recognition Day, Springfield.
November 29 - December 7	International Livestock Exposition, Chicago.
December 1-5	National 4-H Club Congress, Conrad Hilton Hotel, Chicago.
December 5-7	Ninth Annual 4-H Dairy Conference, Conrad Hilton Hotel, Chicago.
December 2, 9, 11	Poultry Short Course. Congregational Church, Huntley. 7:30 p.m.
December 5-6	Turf Conference. U. of I. Law Building, Urbana.
December 8-10	State Meeting of Illinois Horticultural Society. Abraham Lincoln Hotel, Springfield.
December 13	Illinois Sheep Day. Sheep Farm, 9:00 a.m.; Stock Pavilion, 10:00 a.m. University of Illinois, Urbana.

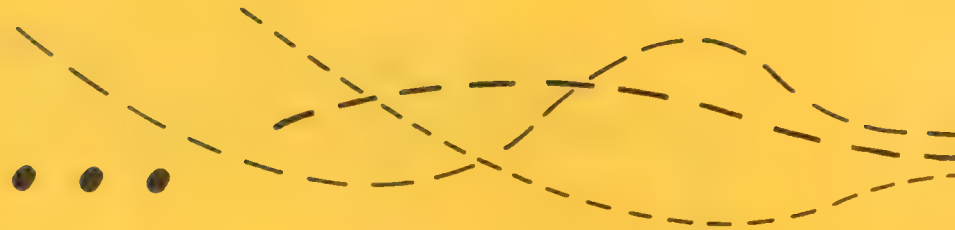
It Says Here ...



Wishing You a
Happy and Prosperous
NEW YEAR

EXTENSION EDITORIAL OFFICE

It Says Here



Ken Prints Annual Report Summary...

A clipping from the Watseka Republican headed by Iroquois FA Ken Imig's sparkling new column heading contains a summary of his annual report covering almost two full columns of type. Subheads neatly break the column up into readable items.

We believe that Ken had many interested readers of his column that week. Among other things, he reports that editors of weekly and daily newspapers gave excellent coverage by using 466 news items prepared by the advisers in 1963.

Winnebago Gets Coverage Too...

Ken Slocum, Winnebago County associate farm adviser, sent us a copy of the Winnebago News containing 70 column inches of copy supplied either by the county office or from our office. This excellent coverage included a front-page story of CROP Day and another on the 4-H Federation meeting. Personal columns by both Ken and FA Dick Kerr were included.

This paper is one of 10 published by Jerry Piper and John Van Sickle of Associated Publishers, Inc., Durand. Ken says they get this good coverage of their county events in at least three of the papers regularly.

Also Pulaski-Alexander...

And from Pulaski-Alexander FA Stan Ceglinski comes a tear sheet from the Cairo Evening Citizen with a page on agricultural news from the tri-states. Lead article was Stan's Farm Stand, his personal column listing all of the January meetings and information about them. The page also carried News for Homemakers from the county office, 4-H Club News from AYA Florita Hogendobler, and Union FA Charley Glover's Ideas for the Farm column.

Thanks For Helping...

Research Supervisor Jim Evans and the other members of the Editorial Office thank all of you sincerely who helped in the promotion and evaluation of the 1963 "Landscaping Your Home" campaign. Communications Evaluation Report No. 1, which contained a summary of that study, was recently sent to you. You may be especially interested in noting the number of TV sets tuned in to the series last spring in your area.

Enclosed in this week's packet is Communications Evaluation Report No. 2, "Evaluation of the County Visual Library Program," which you also helped to make possible. We hope you will find these studies useful in serving your Illinois audiences.

Let Exhibits Work For You...

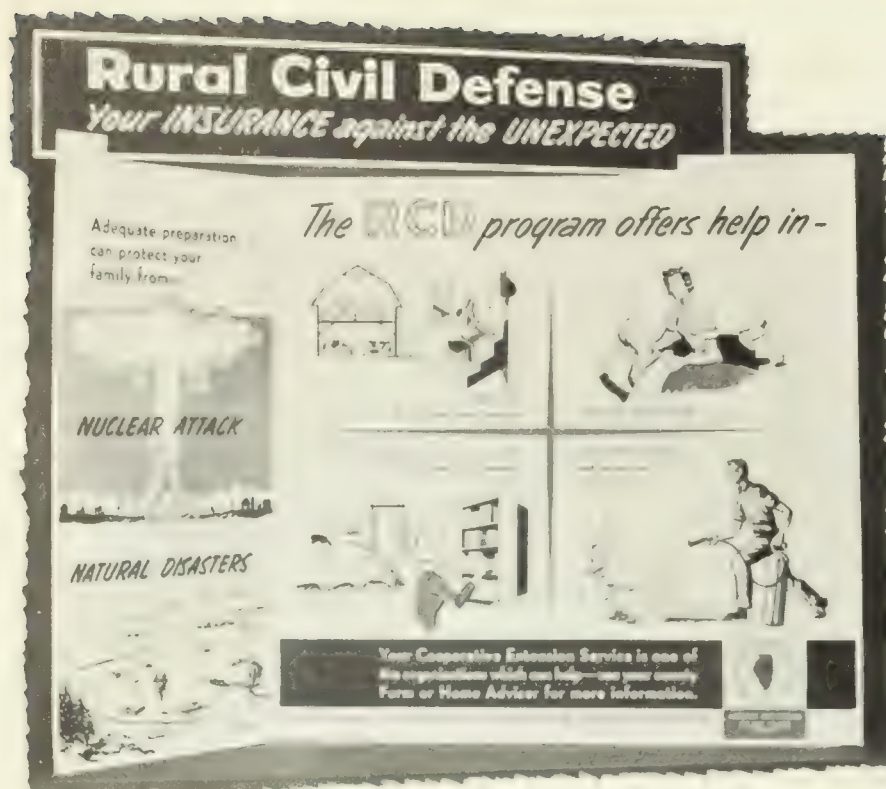
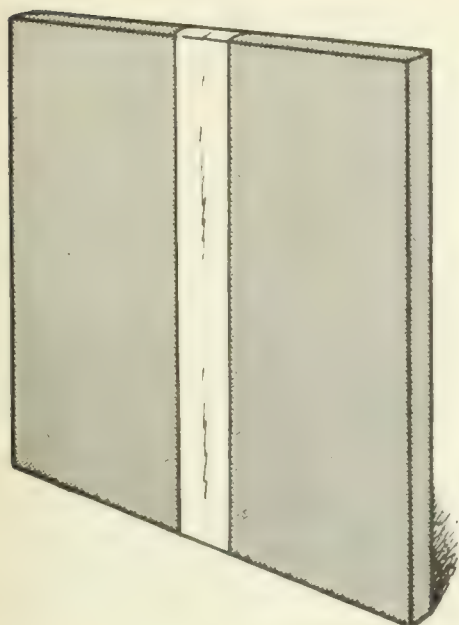
Many advisers made effective use of loan exhibits during 1963. In addition to using them for the usual meetings and special occasions, they displayed them in local banks, post offices and empty store windows. In some cases, advisers put materials with the exhibits for persons wanting additional information.

Technical Services Director Vic Stephen says that a good exhibit, strategically placed, can be an excellent "salesman" for your program. Enclosed are loan exhibit sheets 22 and 23 to file in your Communications Handbook under Exhibits. Let exhibits do more for you in '64.

Also In This Packet...

...you will find the 1964 edition of the University of Illinois Reference Folder from the Office of Public Information. Keep this one handy to answer questions about the University.

1-8-64



RCD Your Insurance Against the Unexpected

DESCRIPTION: These light-weight, portable displays emphasize the four main needs for survival in case of natural or nuclear disaster in rural areas. Although one of these displays has been provided to each county, we have a few extras for loan. Hand-out material is available from Fred Painter, 59 Mumford Hall, Urbana, Illinois, or your local civil defense office.

COLORS: The color scheme is yellow, red and black on white.

SIZE: Open, the display occupies an area 41 inches wide, 35 inches high and 12 inches deep. The shipping carton is 33 inches high by 33 inches wide and 1 1/2 inches thick.

WEIGHT: This display is light-weight--less than 5 pounds including the carton.

TRANSPORTATION: It can easily be carried or will fit into any car.

SUPPORT: A small table or similar platform is suggested.

ELECTRICAL OUTLETS: None necessary unless supplemental lighting is desired.

To obtain this and other exhibits, send your request to:

Technical Services
Old Agronomy Storehouse
University of Illinois
Urbana, Illinois
Attn. Lyle King

Avoid confusion or delay--read and follow the directions on the back of this form.

Remember

Only authorized personnel may sign out exhibits, and they are responsible for them. Exhibits may be used for other than extension affairs if they are obtained through the local extension office.

When requesting an exhibit, state the date and approximate time you will pick it up and return it. Failure to return exhibits on time will inconvenience not only this office, but also your co-workers who have it scheduled out next.

PRIORITY is given on a first-come, first-served basis. Reserve your choice several weeks in advance whenever possible.

ALTERNATE exhibits may be suggested in the event that the one you selected is not available.

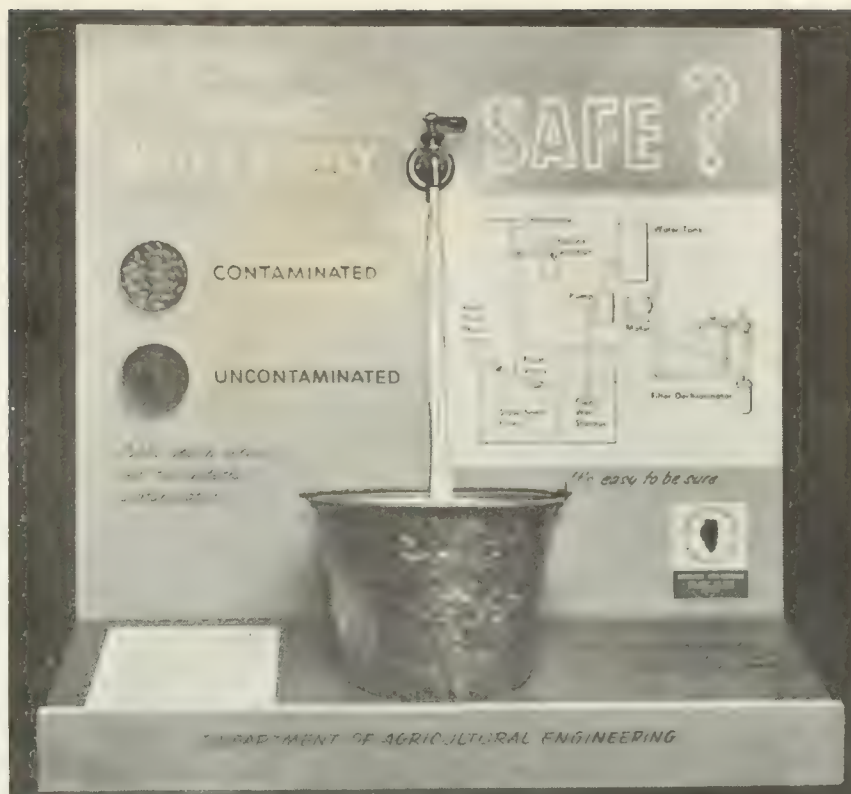
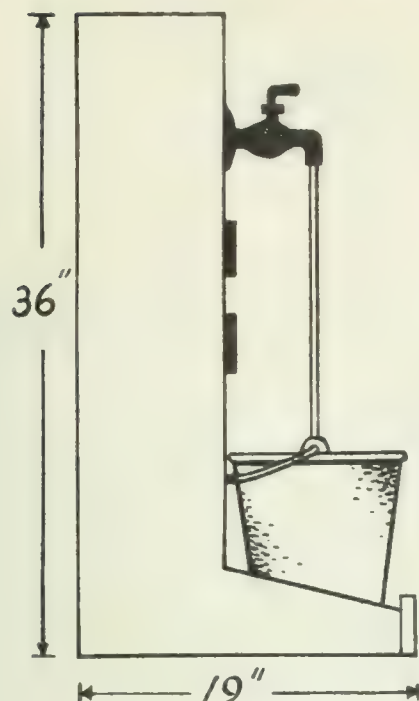
SCHEDULES must be adhered to. If an extension of time is desired on any exhibit, permission must be obtained from the Technical Services Office.

TRANSPORTATION as well as the setting up and maintenance of exhibits while they are in the counties is the responsibility of the borrower.

REPORT any malfunctions and broken or missing parts when returning each exhibit in order that they may be repaired before the exhibit is sent out again.



COLLEGE OF AGRICULTURE · State, County, Local Groups, U. S. Department of Agriculture Cooperating



Is YOUR Private Water Supply SAFE?

DESCRIPTION: This self-contained display uses running water to attract attention. A pump circulates the small amount of water that is necessary; it must be drained when not in use. A clear plastic tube extends from the faucet into the bucket to create the illusion of greater flow as well as to control splashing. A diagram of a safe water supply and petri dishes showing a simulated test for water purity complete the story. A handout is available.

COLORS: The background is light blue with dark blue trim and the lettering is predominantly yellow and black. The diagram is black on white.

SIZE: The display is 3 feet wide by 3 feet high and 19 inches deep. It does not fold or disassemble for transporting.

WEIGHT: The approximate weight is 35 pounds and, although awkward, the exhibit could be carried by one person.

TRANSPORTATION: It will fit into the back seat of a standard-sized automobile.

SUPPORT: A table or small platform is necessary.

ELECTRICAL OUTLET: One regular outlet is needed for the pump; another may be needed if additional lighting is required.

To obtain this and other exhibits, send your requests to:

Technical Services
Old Agronomy Storehouse
University of Illinois
Urbana, Illinois
Attn. Lyle King

Avoid confusion or delay--read and follow the directions on the back of this form.

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COLLEGE OF AGRICULTURE · State, County, Local Groups, U. S. Department of Agriculture Cooperating

It Says Here



Good Idea Department...

When Mercer FA Charley Engelhardt makes a farm call and doesn't find anyone home, he leaves one of his "Sorry I Missed You" cards. This is a 3" x 5" white card with his name in bold type across the middle. Above the name is this statement: "Your county farm adviser was here; sorry to have missed you." Across the bottom is printed: "If I can ever be of assistance, please call or come to my office."

New Location in Fulton...

When the Fulton County cooperative extension office recently moved to a new location north of Lewistown, FA Leo Sharp sent a special letter to his mailing list giving the new office address and telephone number. He listed the office hours and mentioned some helps that people could get at the office. He also reminded his readers to listen to the informational radio programs broadcast by county extension workers over WBYS, Canton, and WPEO, Peoria.

Check Your Radio Programs...

It's a good idea once in a while to critique your own radio programs. Ask yourself if you caught the listener's attention in the first 20 seconds of your show. Was your message interesting, clear, and to the point? In your closing did you make it clear whom to see or write for additional information? Did you repeat names and addresses slowly and distinctly? Did you spell out uncommon names? Will the listener remember and understand your one basic point? If he does, you've got another communication tool working effectively for you.

The Art of Deciding...

One reason some people have more trouble making decisions than others is perfectionism, according to management psychologist Peter Gilbert. No decision is perfect, and the man who stewes around trying to work the odds up to 10-1 before jumping off usually arrives on the scene long after the shooting is over. A less rigid person, once he's as certain of the facts as he can be, will plunge in with the odds at 6-5 and work to improve them after he gets moving.

The art of compromise consists of understanding that all alternatives, even rejected ones, have some assets that have to be sacrificed. If you realize what you are giving up to make the decision, it's not so likely to come back and haunt you later.

Get Off Dead Center...

Any move is better than no move at all, Gilbert says. Set a deadline. Then, when the alternatives between two courses have been chewed to the bone, flipping a coin is better than continued seesawing.

While the fact-gathering stage is absolutely essential, there is still the danger of being drowned in a sea of facts.

In the weighing of alternatives, the most dangerous pitfall lies in the seemingly logical solution. Major decisions cannot always be based on pure logic or precise mathematical formulas. Many decisions that deal with people, human values, and the future pierce the unknown, about which there are no facts.

--Notes and Quotes.

1/15/64

It Says Here

Wider Radio Service...

Thanks to the cooperation of farm advisers in the area, the new radio stations at Vandalia and Highland are now using the weekly ILLINI FARM REPORTS radio tape service. Radio editor Glen Broom reports that Fayette County FA J. B. Turner made the initial contact with WPMB radio, Vandalia. FAs Truman May, Madison County, and Ralph Broom, Bond County, supplied helpful contact information with WINU radio, Highland, the other addition to the weekly mailing list.

WBBM radio in Chicago has also recently joined the ILLINI FARM REPORTS network, Glen says.

Re TV for FAs and HAs...

We're interested in your becoming a professional informer rather than a professional performer.

How Important Is Communication?...

Sharpening up your ability to speak and to write well should be a continuous process, according to Norman Cousins, editor of the Saturday Review.

The area in which a poor education shows up first is in self-expression, oral or written, he says. It makes little difference how many university courses or degrees a person may own.... Taking in a fact is only part of the educational process. The ability to pass it along with reasonable clarity and even distinction is another. The business of assembling the right words, putting them down in proper sequence, enabling each one to pull its full weight in the conveyance of meaning--these are the essentials.--Minnesota Newsletter

...

Lesson From the Bible...

Experts have devised several mathematical formulas to test the readability of writing. Two principal factors taken into account are the number of words in a sentence and the complexity of the vocabulary.

One such formula is appropriately called the "Fog Index." It was developed by Robert Gunning, who started his writing career as a newspaperman and has since built a flourishing practice helping newspapers, magazines and business firms improve employees' writing.

The Fog Index scores are tied to the level of education. An article rated 6, for example, can be understood by a person with a 6th grade education. The scale runs up to 17, the reading comprehension level of a college graduate.

Gunning has tested all kinds of writing over the years. Researchers in one big company were turning out reports with an average rating of 16. After training, they simplified their reports down to the 12 level. Popular magazines generally score between 8 and 12. Those with the largest circulations test at 10 or less. But that most enduring book of all, the Bible, averages only 7.--

Kiplinger Magazine

Mounting Photographs...

Mounted photographs can mean the difference between an effective and a sloppy display of extension pictures. For temporary mounting under dry conditions, we recommend the double-surface rubber cement method. For permanent installation for exhibits, we recommend the wheat paste method. For a step-by-step description of these methods, see Photography #8 in your Communications Handbook.

1-22-64

It Says Here



Busy As An Adviser...

We (editorial office) felt that way last week. Head down, on the double, we tried to give press-radio-TV coverage to four on-campus conferences; stage an IFWBA dinner, engineer Governor Kerner's press conference, host a baker's dozen visiting media firemen, badger speakers for speeches, answer complaints from advisers who hadn't received their column headings, and explain to wives (one each) why we were late for lunch, dinner or breakfast as the case might have been.

Resolution: Next year will be different. Prediction: It won't.

On Cue With Cue Sheets...

Some farm advisers have asked for them. They include the explanatory notes we send to radio stations with our weekly radio tape service.

Advisers suggest that they could use the cue sheets as guides for programming local material to tie-in with the specialists' reports. They also might help you avoid duplicating subject-matter material.

If getting the weekly cue sheets would help you with your local radio efforts, drop a note to Farm Radio Editor Glen Broom. Address: 330 Mumford Hall.

Glen would appreciate your other suggestions on how our office can strengthen your local radio operations.

1/30/64

Important, But Confidential...

Unless there's a snag, Governor Otto Kerner on Wednesday will officially proclaim the week of March 8-14 as "Agricultural Careers Week" in Illinois.

The plan originated with the Farm-City Committee last December, and Governor Kerner indicated enthusiastic approval of the idea. The purpose is to focus attention on the critical need for rural young men to finish high school and to continue their education beyond high school graduation.

Our office will cover the actual proclamation signing on Wednesday in the Governor's office. Copies of the proclamation, the purposes of the week, and suggestions for local participation will be sent to you as soon as possible after the signing. The Week will give you a tremendous opportunity to inform your public about one of agriculture's most pressing problems.

Foreign Correspondence...

Got some this week from on-leave Harold Guither in Jordan. Harold is heading up our AID contract to help that Middle East country establish an agricultural information office.

He reports: Three of the four proposed staff members for the new office have been selected. The first of a series of weekly staff meetings has been held. Some editorial production will get started before the staff members come here for six months of training, starting in August. Interest and enthusiasm are high for this new adventure.

It Says Here



Operation Feedback...

Extension embraces the concept of "new dimensions of education for action." The beef and swine schools as well as the poultry and forage clinics are examples of the "new look" in extension education.

Our styles are changing, but all people are not aware of the fact. They should be. We have the task of making the facts known. The guy who hides his light under a basket falls flat on his face in the dark.

You can help. In fact, without your help the job won't get done. Here's how:

First, make sure the people in your county are hep to what's new in extension. Give them facts, figures and tangible results.

Second, start a flow of feedback information into the state office--to Dr. Claar, to your assistant state leader or to us. Specifically, we would like to have documented reports on your beef and swine schools as well as your forage and poultry clinics. We need good, sharp, story-telling pictures of the schools in action; testimonials from farmers who attended; summary reports on numbers. You will need to get this information while the schools are in session. It's too late when they are over.

What's Going On Here?...

We're caught in this dilemma: Advisers are either pretty dull and unimaginative when it comes to using modern information methods, or they are strangely shy about sharing their experiences with others. Every adviser should have at least one pet communication project or idea that he could share with others. Let's hear about them.

2-6-64

Report To People...

Peoria County's Dorothy DeJarnette and George Perisho presented their 1963 annual report as an attractive 6 x 9 multilith leaflet. In sending the report to friends of extension, Dorothy and George said this:

"Today the extension staff is faced with unlimited opportunities to serve people. People's interests are broader now than at any other time in history, and our rapidly growing economy demands constant pursuit of new knowledge in every occupation. With progress come many changes. If we expect to keep pace, we must be constantly on the alert for changing needs."

Quotes From Fike...

Here's a comment from Darl Fike regarding his recently completed Swine School:

"I think this approach to our winter adult education program is the most significant advance we have had in many years. Because of this I believe it is important to evaluate what we have done so that every effort can be made toward improvement in the future. We must maintain the highest standards and caliber for this type of program that is offered in our rural area."

New Tape Service Client...

Tazewell County FA Earl Kingman reports that radio station WSIV in Pekin is using the ILLINI FARM REPORTS tape service. Earl made the initial contact with the station about using the tape service and plans to follow through each week by helping the station select the three most suitable segments for use in that area.

Extension Editorial Office's tape service material is an addition to the regular daily features the Tazewell County extension staff has on radio.

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It Says Here

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On Teachers And Teaching...

As many of you know, John Behrens is working on a special project to improve our College of Agriculture instructional resources. As a result, we have made many observations that apply to both formal and informal teaching-learning situations.

The title of the recent television documentary, "Tomorrow Was Yesterday," could also describe the current revolution in American education. This is a fourfold revolution--in our thinking about how we learn, in our increasing enrollments, in subject-matter content, and in new instructional materials and equipment.

We have all heard the expression, "We teach the way we were taught." Dr. James Rice, Vice-President in Charge of Academic Affairs at Stephens College, stated that his generation was oriented to the printed media, whereas the current generation in college is visual minded. Many teachers make the mistake of judging media by their own conditioning.

Teachers (including extension workers) are faced with the problem of presenting more complex and detailed knowledge to larger numbers of students. To meet these challenges, progressive teachers have turned to audio-visual media, only to be troubled with a flood of categories. There are at least 200 distinct types of audio-visual media ranging from simple blackboards to complex electronic simulators. Educators are also beginning to emphasize the need to pay more attention to individual rates of progress (fast versus slow) instead of keying education to a few gifted.

Does this leave us in the position of the bus driver, stalled in an almost impossible traffic jam on lower Broadway

in New York, who stopped the motor and then walked off the job?

Indeed not! Teachers must realize that new media and techniques will free them to move ahead in new areas that they have not been able to cover in the past because of time limitations. Students, young and old, are audio-visual oriented. Teachers should take advantage of this sophistication and use new techniques to enhance their presentation.

New educational media enable a department to make its best man in an area available to more students.

Many people think they can choose whether or not to introduce instructional technology into teaching. Dr. Edgar Dale, Ohio State University, says, "There is no such choice. Our only choice is whether we use educational technology wisely and planfully or whether we use it grudgingly, ineptly, planlessly."

We have seen some exciting and workable solutions to many facets of instructional problems. At Purdue University, teaching of freshman courses in botany has been revolutionized by the adaption of communication techniques and educational practices. Drastic changes in scheduling, from mass lectures and mass-programmed laboratory sessions to individually paced and scheduled work, coupled with tape recording have produced higher grades, fewer failures, economic savings in salaries and equipment, and broader, more comprehensive instruction. We have studied similar advances in the use of closed-circuit television, telephone lectures, and classroom design. We hope to adapt the best features and incorporate them into the program for the College of Agriculture.

2/12/64

It Says Here



A Need for Action...

Governor Kerner's designation of March 8-14 as "Agricultural Careers Week" is the signal for all-out effort to let the people know the facts about a serious Illinois problem.

Like most other serious problems, it can be outlined in cold, simple terms:

1. Too many rural young people are not finishing high school.

2. Too few are continuing their education beyond high school.

What is the result? Undereducated rural young people are becoming less able to compete for those jobs demanding special knowledge and skills.

Illinois people need to know about this problem. What people? The young people themselves need to know, of course. So do their parents. Surprisingly enough, many of our high school teachers and administrators also need to know. The general public must be informed, because expanding the educational opportunities for young people means finding additional money for education.

All this adds up to a tough communication job. It is not easy to paint the picture in terms of each person's interest. Neither is it easy to predict an immediate reward or payoff. We are distressingly short of facts and figures--on the present situation and on the probable future. We don't know why some young people want an education and some do not. We have ideas, but we don't really know.

But we must make a more vigorous effort to communicate the facts we do have--to paint the picture as well as we can from our present point of view.

A Coordinated Effort...

"Agricultural Careers Week" is the peg on which you can hang your local communication effort. You will be supported by a state-wide campaign.

The Illinois Broadcasting Association is solidly behind the program. Many stations have pledged to carry special broadcasts every day during the designated week. They are also planning local features and editorials.

Prairie Farmer magazine will be running special features in the March 7 issue.

The College of Agriculture Student News and Information Bureau has launched an all-out campaign of letters from college students to their home-town high school student councils. Students are also preparing spot announcements for home-town radio stations.

Dean Howard and Governor Kerner will appear in a special TV film being prepared by our office. Many local TV stations are planning additional features.

Weekly and daily newspapers will receive special news stories and features.

The Need for Feedback...

When this special week is over, we hope you can find a few minutes to report what happened in your county. What worked well and what didn't? How could the task have been better handled? How good was your local radio and TV coverage? Did stories make the local weekly and daily newspapers?

2-19-64

It Says Here ...

Paul Druitt Leaves Us...

We've spent this week trying to remember what happened to the past six months. Last September 1 we welcomed West Australia's Paul Druitt as a half-time member of our staff. This Sunday, March 1, we must wish Paul well when he heads back to Perth via Europe, the Middle East and South Asia.

Paul represents Wesfarmers, the largest farm cooperative in Australia. He has been studying our U. S. farm communication systems and helping us cover the news of the College of Agriculture. We hope Paul is a "returning" Australian.

Colin Webb Joins Us...

The day before Paul leaves, though, we will enthusiastically welcome a close friend and countryman of his.

Colin Webb, Director of Information for the Victorian Department of Agriculture, Melbourne, joins our staff for a year as a visiting professor of agricultural communications.

Colin heads one of the most successful agricultural information offices in Australia and will bring to our staff a solid background in agriculture, journalism and public administration. He has B.S. and M.S. degrees in agricultural science from the University of Melbourne and diploma degrees in journalism and public administration from that university. He was voted the outstanding journalism student at the University of Missouri during his term of study there in 1943. He has been director of information for the Victorian Department of Agriculture since 1954. Before that, he served for eight years as a farm writer for the Weekly Times, Victoria's largest farm newspaper.
2-26-64

Illustrated Newsletter...

Bouquet of the week to Iroquois HA Mabel Albrecht for her interesting and informative February newsletter. She used some illustrations to lighten the look of the solid pages of copy and to interest readers in the content. She made liberal use of underlined headings to attract readers and also to add interest to the layout.

Mabel had chosen to include articles on working mothers, identifying cheese, a study on television fathers and matching sheets to your wants. She also included some interesting recipes, a calendar of coming events and announcements.

Good PR in Edgar...

Edgar FA Dale Hewitt has used the cooperative extension symbol prominently on some printed identification cards that he uses for name tags at his county extension meetings and other gatherings. A large "Welcome" at the top of the card lets the guests know how they are regarded by the Edgar County Extension Service.

More Ag Careers Week Help...

Farm press editor J. J. Feight reminds farm advisers that they have some materials already in their files that will make a good supplement to their Ag Careers Week effort. We refer to the following information sheets sent to you from the office of the associate dean of the College:

1. Fact Sheet No. 1, dated 8-30-63
2. Fact Sheet No. 2, dated 10-15-63
3. A yellow leaflet entitled "Scholarships" which was mailed on Jan. 6.

It Says Here

A Nation of Deadpans?...

One public relations expert has described the U. S. as a nation of deadpans. Look at the people around you, plodding grimly along the streets, he advises. Does any aliveness show? Does any expression show? No; they might as well be wearing sorrow masks for all the good their features do, he says.

The kind of expression that wins good will--and a public servant can do much to win the name of having a pleasant face--is one which shows that the person behind the face is alive, he says. With some persons you doubt it very much.

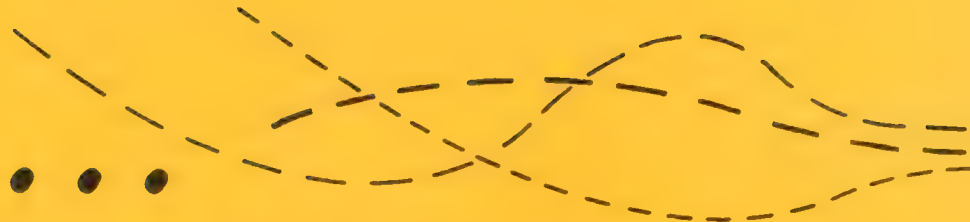
"The kind of face that yields dividends is the kind described by Rosamond Lehmann in her book entitled The Weather in the Streets:

"I like what breaks out behind the features and is suddenly there and gone again. I like the face to warm up and expand, and collapse and be different every day and night from every angle... and not be above looking ugly or comic sometimes.

"In other words, an animated face--a face that expresses emotion and tells that something is going on in the mind behind it.

"There is a good story about faces. A man was walking down the street and met a friend. 'How are you this morning?' the friend inquired. 'Fine, just fine,' the man answered. Quickly the reply came back from his friend, 'Well, you ought to notify your face.'"

If there is a lesson here, it seems to be that giving thought to developing a more animated face can give you the name in town of being a pleasanter, friendlier person.--Illinois ASCS Newsletter.



Green and White Times...

4-H goes to press in Hancock County for the second year with its annual issue of the "Green and White Times," a 16-page newspaper written and edited by Hancock 4-H Club members. Volume II was issued February 27 as a supplement to the Hancock County Journal, Carthage.

The issue is filled with stories about county 4-H Club and Federation activities, written and by-lined by the 4-H'ers themselves. All of the advertising is centered around the 4-H theme. We suspect that Hancock assistants Connie Silver and Tom Haining deserve much of the credit for pushing the issue to completion, with the backstopping of HA Bertha Varnum and FA Ray Rendleman.

Emphasis on Soil Testing...

Johnson FA Chuck Ream has put on a special effort to get more soil tested this spring in his county. He has been devoting space in his personal column to progress reports on test samples coming to the office, with some educational "plugs" thrown in to emphasize the importance of good soil samples in getting an accurate test.

He has also sent out at least two illustrated circular letters to his county farmers so far this winter giving them in outline form the benefits of a good soil testing and application program.

Peoria Publication...

Peoria County has issued a 16-page booklet of its 1963 extension activities that serves both as an annual report to the people and as a fine introduction to the county extension program. Pictures and short bibliographies of all the county staff members are carried on the inside front cover.

3-4-64

It Says Here



Extension "On the Air"...

Extension went on the air right along with the new radio station WCBW, Columbia, Illinois. Monroe County HA Betty Hoffman and FA Arlin Obst each have two regular programs each week on the new station. On the Friday open spot, whoever has the big story of the week has the privilege of taking the five-minute segment on that day.

Betty and Arlin were instrumental in getting the home economics and agricultural tape services on the station's program sheet also.

Sangamon FA Denver Corn and Menard FA Herb Short go on the air this week (Monday, March 16) over WMAY, Springfield. Each will have two four- to five-minute programs a week. Denver and Herb both feel that these short spots will give them plenty of time on the air to develop an interested and informed farm audience.

Farm Radio Editor Glen Broom reports that his visit to the station with the advisers resulted in another subscriber to the "Illini Farm Reports" tape service.

Stephenson Reports...

Stephenson FA Robert Wack sends us a copy of The Davis Leader, weekly newspaper published by the Van Sickle chain, among Extension's best cooperators in the weekly newspaper field.

This copy of The Leader carries three stories furnished by the Stephenson extension office on its front page, plus two local 4-H Club articles. The stories concerned the forage schools, DHIA testing service and county boys to attend Ag Careers Day at the University. In addition, another story about Ag Careers Week was carried on the editorial page inside with a two-column head.

3-11-64

Here's An Idea...

Whiteside FA Fred Tincher has developed a useful technique for handling the somewhat dry data from demonstration plots and making it more interesting and informative. This technique uses both an overhead projector and a slide projector on the screen at the same time.

Fred made an overhead visual that is opaque except for a slot opening where he can insert yield and damage data from soybean variety resistance plots to root rot and other diseases. He projects a colored slide of the field or plot on the screen with one projector and then superimposes at the bottom the data with the overhead visual. He used this idea successfully at his crops and soils clinic, but thinks the technique might be useful for other types of meetings.

More on Slides...

Greene HA Eloise Tholen has found the set of slides on fitting to be a useful educational tool for her leader training sessions. She says that she set her slide projector high in a dimly lighted room. This allowed the students to make notes in the alteration book or look up the illustration in the book at the same time as they viewed the slides.

The slides provided the visual image for immediate use, and the fitting book provided support and additional information. Her ladies especially liked to make notes on fitting problems they expected to have later. She started Lesson Two with the slide set and then used specific slides for reference during pin fitting of the pattern during the day.

Eloise plans a style show at the June annual meeting to show the results of teaching fitting techniques to 36 local leaders and 10 others at 4-H leaders' clothing training school.

It Says Here

Worth 1,000 Words?...

"You give me 1,000 words and I'll take the Lord's Prayer, 23rd Psalm, Hippocratic oath, sonnet by Shakespeare, Preamble to the Constitution, Lincoln's Gettysburg Address, and still have enough words left over for just about all of the Boy Scout oath. And I wouldn't trade that group of words for any picture on earth.

"Our constant challenge is to combine the best words with the best pictures in the best mixture to achieve the best learning." --FES Editor's Letter.

Credit Where Due...

Edgar FA Dale Hewitt reports that Art Sudduth, chairman of his county agricultural extension council, should have the credit for suggesting the need for the pocket identification cards used in county extension meetings. Irwin Richardson, Edgar AFA, used his talents in drafting the layout for the cards. As Dale says, it takes the cooperative efforts of all to have effective extension educational meetings.

Better Slide Readability...

"If you can read 2" x 2" slides without a magnifier, people in the rear seats can probably read them on the screen."

This quote comes from the Eastman Kodak Co. pamphlet, Effective Lecture Slides. Most errors in slide-making, the pamphlet says, come from the mistaken assumption that legibility in one medium assures legibility in another. We figure that if we can read a printed page at 12 inches, people can also read it on the screen when it is made into a slide. Not so, of course. Slide printing must be larger than typewriting on a full 8 1/2" x 11" page reproduced. -- Oregon Editor's Letter.

3-18-64

Cue for Interviewers...

Good radio interviews are "made"--they don't "just happen." And the responsibility rests more with you than with the person you're interviewing. Here are some interviewing tips:

1. Discuss the broadcast with the person you're going to interview. Explain the specific reasons why you want him on the show. What did he do? How did he do it?

2. Jot down questions as you plan the interview with the guest. This helps structure the interview and keeps it "moving," in addition to insuring that you get the major points on the air.

3. Write out a short opening and closing to introduce your guest quickly and bring the interview to an end smoothly and on time.

4. Keep your questions short. Listeners want to hear your guest, not you.

5. When you introduce your guest, tell where he's from and his relationship to the purpose of the program. Do this as quickly as possible.

6. Begin your questions with "HOW," "WHAT," or "WHY." This is the first step in "answer control." The purpose is to frame a question so that your guest can't answer it with simply "yes" or "no."

7. If you begin a question with "DO, DID, ARE YOU, IS IT, WERE YOU, or HAVE YOU," you automatically invite a "yes" or "no" reply. Don't ask, "Do you have anything else to add?"

8. Don't ask him what he thinks. Ask him what he's done; where, why, and how he did it; and what the results were.

9. Stress "you" and "your" in your questions. -- Minnesota Newsletter.

It Says Here



Schedule for TV Corn Series...

Attached is a list of the series of TV appearances by extension specialists during March and April on the subject of corn. Not only will you be interested in watching these shows when they are in your area, but you may also be able to give them a "plug" on your radio shows and in your personal columns so that farmers in your area may watch too.

TV Support for Foxtail Campaign...

Ellery Knake, extension weed control specialist, this week is sending visuals and a script outline to eight county farm advisers as the TV contribution to this spring's giant foxtail control campaign. This is the first time we have sent out packaged TV programs in support of a campaign. Previously we have made such support available for the asking.

Ellery and TV editor John Woods have put this packet together as a result of a survey last fall in which several advisers requested such supporting materials. To avoid duplication of effort, we made some arbitrary choices of the eight advisers to get the material.

This packet will be in the farm advisers' offices for a timely April push on giant foxtail control along with the other campaign materials being sent to all farm advisers.

For Better Introductions...

When you introduce a speaker, create an interest in him and his subject by answering questions the audience is asking: Who is he? Where is he from? How is he qualified to speak on this subject? Why should I listen? -- Communications Handbook, General Communications, 10.

Accentuate the Positive...

As every normal human being grows up, he acquires a set of attitudes that serve the very necessary function of relating him to the society in which he lives. These attitudes are concerned with things important and things not so important. Some generally shared attitudes in this country, for example, are that each person has the right to worship as he pleases, that each child has the right to an education, and that politicians have a right to call each other names during a political campaign, and so on.

Too often in our daily efforts to earn our bread and butter, as well as in some of our off-the-job community activities, we forget that people are bundles of attitudes. We overlook, too, the point that attitudes do not change quickly or easily. Men cling to their attitudes, because to do otherwise would bring a certain amount of discomfort.

Few of us have the stamina, mentally or morally, required to make frequent attitude changes. Instead, we seek more support for the attitudes we already hold.

Cognitive Dissonance...

Dr. Leon Festinger, professor of psychology at Stanford University, proposes the theory of cognitive dissonance. This theory suggests that anyone exposed to conflicting points of view usually tries to fit them together to reduce the conflict.

He believes that the best way to reduce dissonance--or conflict--is to give people reasons to justify their choices. In other words, accentuate the positive. The more dissonance, the greater will be the efforts to reduce it. -- Public Relations Tips for Dairymen. 3-25-64

CORN SERIES

TV GUEST APPEARANCES CONFIRMED BY STATIONS

<u>SPECIALIST</u>	<u>DATE</u>	<u>STATION AND LOCATION</u>	<u>TOPICS AND REMARKS</u>
W. O. Scott	March 17	WCIA-TV, Champaign	Soybean Varieties for 1964
Ted Peck	March 23	WCIA-TV, Champaign	Collecting Soil Samples for Testing
Ted Peck	March 24	WTHI-TV, Terre Haute	" " " " "
Ted Peck	March 30	WTVH-TV, Peoria	" " " " "
Ted Peck	March 31	WQAD-TV, Moline	" " " " "
Ted Peck	April 1	WGN-TV, Chicago	" " " " "
Ed Runge	March 30	KMOX-TV, St. Louis	Corn...How Are We Doing?
Ed Runge	March 31	WTHI-TV, Terre Haute	" " " " "
Ed Runge	April 1	WCIA-TV, Champaign	" " " " "
Ed Runge	April 2	WTVH-TV, Peoria	" " " " "
Ed Runge	April 3	WQAD-TV, Moline	" " " " "
Ed Runge	April 6	WGN-TV, Chicago	" " " " "
Sam Aldrich	April 2	WCIA-TV, Champaign	Fertilizing for High Corn Yields
Pat Johnson	April 3	WTHI-TV, Terre Haute	" " " " "
Derrel Mulvaney	April 3	WTVH-TV, Peoria	" " " " "
Derrel Mulvaney	April 7	WGN-TV, Chicago	" " " " "
Les Boone	April 20	KMOX-TV, St. Louis	" " " " "
Tom Hinesly	April 3	WCIA-TV, Champaign	Tillage for Corn
D. E. Alexander	April 8	WCIA-TV, Champaign	Corn Populations for High Yields
Petty or Moore	April 6	KMOX-TV, St. Louis	Controlling Corn Insects
Petty or Moore	April 7	WTHI-TV, Terre Haute	" " " " "
Petty or Moore	April 9	WCIA-TV, Champaign	" " " " "

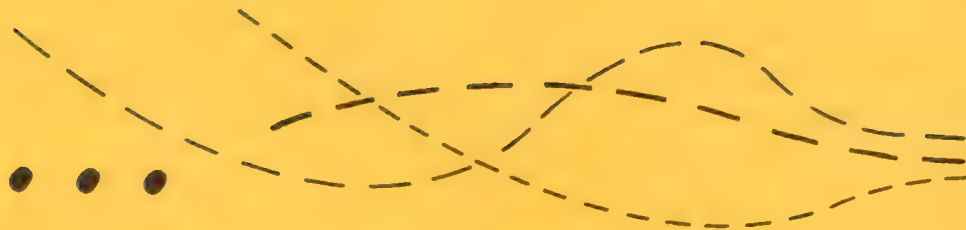
CORN SERIES - 2

<u>SPECIALIST</u>	<u>DATE</u>	<u>STATION AND LOCATION</u>	<u>TOPICS AND REMARKS</u>
Petty or Moore	April 10	WTVH-TV, Peoria	Controlling Corn Insects
Petty or Moore	April 13	WQAD-TV, Moline	" "
Petty or Moore	April 14	WGN-TV, Chicago	Ant-Proof Your Home
E. L. Knake	April 6	KMOX-TV, St. Louis	Controlling Weeds in Corn
E. L. Knake	April 9	WTHI-TV, Terre Haute	" " "
E. L. Knake	April 10	WCIA-TV, Champaign	" " "
E. L. Knake	April 13	WTVH-TV, Peoria	" " "
E. L. Knake	April 14	WQAD-TV, Moline	" " "
E. L. Knake	April 15	WGN-TV, Chicago	" " "

-30-

JLM:mf
3/26/64

It Says Here



Survey In Tazewell...

From Tazewell FA Earl Kingman comes a summary of his 1963 county communications survey. He says that the day after the summary hit the mails he had calls from four editors with further questions, comments (all favorable) and requests for more copies. This response indicated to him that the survey was accomplishing its main purpose of developing better relationships with his county media outlets.

Objective of the survey was to find out about the listening, viewing and reading habits of Tazewell County farm families. Earl believes that he can do a better job of sending out information if he knows these habits of his primary audience. He mailed the survey forms to his extension mailing list of farm operators consisting of about 2,500 names. He got replies from 450, a little more than a 20 percent return.

Make People Aware Of Media Choices...

Earl tried to word the 11 questions on the survey form so that the respondents would become aware of the communications outlets the county staff normally uses. For example, he asked whether they listened to "Town and Country News" at 12:30 p.m. on WSIV. His idea was that this approach would stimulate additional interest in the staff's regular radio and TV programs and personal columns. Previous experience had told him that many people did not know the times and places of the regular services.

A question on "areas of greatest subject matter interest" was designed to help in selecting material for presentation on radio and TV programs and in the personal columns.

Helps To Select Stations...

The survey will certainly be useful in helping the county staff choose additional radio stations for future programming, Earl believes, if and when the opportunity arises. The survey results give him some factual information on which to base such a decision and thus make most effective use of advisers' time in radio work. He believes that it is to his advantage to use established audiences on the more popular stations in the Tazewell area rather than to try to create new audiences for stations with low listenership in his area.

Results Impress Media Outlets...

One thing that the survey accomplished was to impress upon the mass media outlets the need to supply agricultural information in even this relatively urban area. It also helped establish the value of the Extension Service as a reliable source of this kind of information. Certainly the media realize that the office would not have gone to the trouble of making the survey if it had not had a vital interest in this field.

The survey summary also created an interest in the organization and operation of the Extension Service. Several station managers had questions on this point after they had seen the summary. Earl is sure that they now have a better understanding of the work of the Extension Service.

Another direct result of the survey was that WSIV in Pekin enlarged its farm programming during the noon hour, when the survey showed that a majority of the respondents were listening to that station.

4/1/64

It Says Here



Farm Radio Flourishes...

If you've ever wondered whether there is a future for farm radio, have a chat with Bob Robinson from Princeton, Illinois. We did this week, and it was a refreshing experience.

Bob is farm manager for a bank in Princeton. He moved into radio by the back door several years ago with a farm program for the bank. When that program went off the air, listeners asked that the program be continued on other stations. As a result, Bob and two partners have established the Midwest Farm Network. As of this week, they are broadcasting a half-hour live morning farm show on more than a dozen north-central Illinois stations. The stations--and the number is growing--purchase the half-hour package, which includes the telephone line charges, and then are free to sell commercial spots within the program segment.

The early morning show concentrates on market news and analysis and general farm news. We plan to work closely with Bob in supplying his operation with timely farm information.

The moral: Radio stations are keenly interested in carrying farm programs if such programs provide the listener with information he wants and needs.

Janice Travels...

Janice Woodard of our staff will be joining the Illinois delegation at the National 4-H Conference in Washington, D.C., April 18-24.

Janice will serve as the North Central Regional Editor in helping provide press coverage for the conference.

A Study of Information Flow...

How can we improve the system of getting information to county extension staffs so that they can use it, file it, refer to it and pass it on to intended audiences?

That complex question has bothered us for a long time. During the coming year, we hope to better answer it.

We've asked Colin Webb to tackle the question as a special study assignment. Colin, as you know, is with us for a year as a visiting professor of agricultural communications. We thought that he could approach the problem from an unbiased point of view.

We've asked him to analyze how College of Agriculture staff members decide what to send to advisers in what form. We want to know how this information is prepared, processed and distributed. We hope he will give us a better picture of how advisers in the county receive this information. We'd like to know what is done with it, where it is filed, how it is utilized.

During the next several months, Colin will be working with a number of extension specialists and with a number of county staffs. Anything and everything that you can do to help him will be appreciated. If you have ideas or opinions on this general area, give us the benefit of your counsel.

Need a Speaker?

Although Colin did not come here as a guest lecturer, we are sure he would be willing to accept a limited number of speaking engagements around the state. If any of your county groups would be interested in hearing about Australian agriculture, you might want to get in touch with Colin. As we mentioned in a previous letter, he is head of the Information Division of the Victorian Department of Agriculture.

4-8-64

It Says Here



An Opportunity For You...

For the past several months, our staff has reviewed various alternatives for improving our editorial services. We have discussed these alternatives with the assistant state leaders and with others of the administrative staff here. The assistant state leaders, in turn, have consulted a number of you in the counties.

From our reviews and discussions, we have concluded that:

1. Farm and home advisers are doing an increasingly effective job of supplying local press, radio and TV outlets with a flow of seasonal agricultural and home economics information.

2. These local media outlets, especially weekly newspapers, prefer to have such information come from the county advisers, who can "localize" basic subject matter recommendations.

3. One of the primary objectives of the Editorial Office should be to provide county advisers with reference information, background news briefing materials and suggested stories for local adaptation and incorporation into local news services.

4. At the same time there is a growing need for the Cooperative Extension Service to provide state, regional and national media outlets with interpretive stories on research and on many major problems in the broad fields of agriculture and home economics.

This analysis has encouraged us to initiate adjustments in our services that will strengthen the role of advisers as the local source of farm and home information.

4/15/64

These Adjustments Are Planned...

1. Starting in May, we hope to curtail and eventually eliminate our direct press service to weekly newspapers. We believe that you can serve their needs better from your office than we can from ours. We are sending the attached letter to weekly newspapers this week suggesting that these outlets might prefer to get all their farm and home news from the county extension offices. They can, however, continue to receive our service if they wish. This would be an ideal time for you to contact your weekly editors and explain the news services that you are prepared to offer.

2. Also, starting in May, we plan to provide you with a monthly "packet" of suggested seasonal subject-matter stories for your use in maintaining a weekly news service for local press, radio and TV outlets.

3. We are also introducing a "News Story Tip" form to keep you up to date on timely problems that may deserve news story attention in your county. A sample form is included in this week's mailing. We will work with specialists in supplying these to you when appropriate.

4. We will continue our press service to daily newspapers, radio stations and TV stations. This service, however, will be concerned more with interpretive reporting of research and less with seasonal subject-matter information. We hope that you will supply your daily newspapers and other media outlets with seasonal subject-matter information.

These adjustments are not drastic, but they do re-emphasize your opportunity--and responsibility--as the number one source of agricultural or home economics information in your county.



COOPERATIVE EXTENSION SERVICE

in Agriculture and Home Economics

COLLEGE OF AGRICULTURE

Extension Editorial Office
330 Mumford Hall
Urbana, Illinois
April 16, 1964

To Weekly Newspaper Editors:

During the past year we have met informally with a number of weekly newspaper editors and with farm and home advisers of our Cooperative Extension Service to determine how the University of Illinois College of Agriculture and its Extension Service could better serve the farm and home news needs of local papers.

From these discussions, we have concluded that:

1. Most farm and home advisers are doing an excellent job of supplying their local papers with timely farm and home news and information.
2. The majority of weekly newspapers seem to prefer a farm and home news service originating from the local county extension office to the news releases that our office sends directly to the papers. Advisers are in close touch with the county situation and can best select news material for county readers.
3. Some newspapers, however, prefer to get both services--one from the county advisers and one from the College of Agriculture.

We would appreciate your returning the enclosed card letting us know whether you wish to continue receiving our direct service from the College of Agriculture or whether you prefer receiving farm and home news from the county extension farm adviser and home adviser. We would also like to know whether you want to continue receiving Larry Simerl's weekly Outlook Letter.

Sincerely yours,

Hadley Read
Extension Editor

HR:wf

Enc.

C - Farm and Home Advisers

It Says Here



Greene Prepares Own Slide Set...

Dave Hembrough, Greene County AFA, tells us about a 4-H slide set that he developed and used this past winter. It is entitled "Keeping 4-H Records" and is a result of the county 4-H committee's effort to show county 4-H members how to keep their records correctly. These slides were shown at regular club meetings to 4-H members and their parents.

Follow-up on Dairy Weigh-Day...

Ray Mowers, Massac FA, took the extra time and trouble to take pictures and prepare an excellent follow-up story on what happened in his county on Dairy Weigh-Day, January 15. A recent issue of the Metropolis News carried his story under a four-column heading, with a series of five two-column pictures down the side of the page.

Ray had three good dairy farmers in his county cooperating in the Weigh-Day program. He visited each of the farms and took pictures of some of the high-producing cows that the records disclosed. His story told a little about each of the dairy farmers and their feeding programs.

Mary Turner Uses Clothing Slides...

Mary Turner, Mercer HA, reports that her county 4-H Club leaders are taking advantage of the clothing slide set, "Focus on Fit." The leaders are giving extra time and effort to teach 4-H mothers. They have held all-day sessions. Some of the mothers attend in the morning and others in the afternoon.

Mary says she thinks this slide set has helped to improve her county program by stimulating this extra interest on the part of the leaders.

Midwest Farm Editors Meet...

On May 6-8 the College of Agriculture joins Prairie Farmer in hosting the state farm magazine editors from Iowa, Nebraska, Minnesota, Wisconsin, Illinois, and Indiana. Five departments and the College of Veterinary Medicine will preview research in progress.

Speaking of Meetings...

On May 14 and 15 our staff will meet with editors from the 12 North Central States for an intensive study of the use of direct mail in extension programs.

Replies from Weeklies...

Replies are coming in from weekly newspaper editors expressing preferences for farm and home news services. As expected, the vote is in favor of receiving news material from the county extension office. A number of editors, however, are asking to be kept on the mailing list for a direct service from the College. We will report to you on replies we receive from editors in your county.

On the Planning Board...

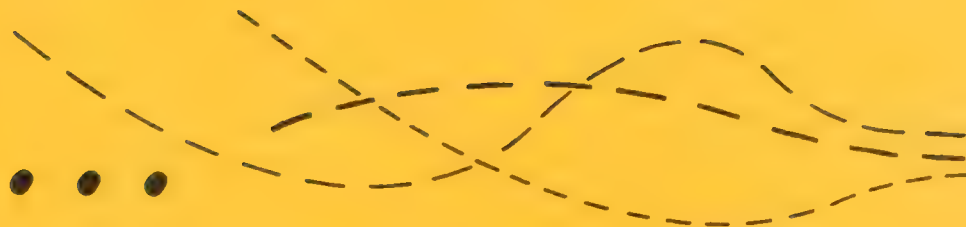
Vic Stephen and his crew hope to submit plans soon for a simple portable exhibit on Extension's 50th anniversary. If approved, one such exhibit would be prepared for rotation in each district at county fairs and other county events. The exhibit would feature the continuous slide presentation technique. All counties will receive a 50th anniversary slide set soon.

A Special Award...

Send us a card or letter telling about the single best communication technique you used during the past year. Coffee and doughnuts for the three best entries.

4/23/64

It Says Here



Survey Marion Farm Opinion...

Marion FA Leslie Rogers recently reported results of an opinion questionnaire that he sent to 1,500 of his county farmers in mid-March. Les and the Marion County Agricultural Extension Council were looking for information from the farmers to help them plan a more interesting and valuable county extension program for next year.

In Les's letter that went with the survey form, he pointed out that the Extension Council has the responsibility of choosing from among alternatives for adult educational programs. The council asked farmers to express their needs and wants so that they could emphasize the most important problems. Les sent a self-addressed franked envelope for their convenience and did not ask them to sign the form.

Suggestions to Help...

Les had heard from 160 of his farmers at latest count. Of those, 73 checked soils and fertilizer and 70 checked weed control as the subjects they most wanted the Council to include in the county program next year. Other popular topics included pasture improvement and renovation, crops, beef feeding and management, economic outlook, income tax and farm accounting, and farm buildings.

The questionnaire included a line on which the farmers could write in names of persons that they thought would make good 4-H Club leaders. A total of 30 different names was suggested.

A question about what should be dropped from the educational program brought only three suggestions, and two of them were on government farm programs and policy.

Mass Media Questions...

Les asked his farmers if they read his personal column and where. Only one said no, while 112 said yes, and 32 said sometimes. Papers mentioned were the Salem Times-Commoner, the Centralia Sentinel, and the Kinmundy Express. Thirty-three said they listened to Farm Fare at 11:45 a.m., 39 said no, and 73 said sometimes.

Fifty-nine said they had never attended a county extension meeting, while 81 said yes to that question. Eighty-seven think that there should be more 4-H Clubs in the county, and 123 think the farm adviser should write all soil test recommendations.

In answering a question on whether they had been to see the farm adviser within the past year, 94 said yes and 39 said no. One hundred fourteen believe that Monday, Wednesday, and Friday mornings are the best times for the farm adviser to have office days, while 5 said no to that question.

"News Story Tips"...

First mailing of the new service to farm advisers, "Here's a News Story Tip," is included in this week's packet. The state specialists have reacted enthusiastically, and this first batch of seven story tips we hope is the start of a long and fruitful service to you. We think this is a very valuable addition to our "stable" of county helps. The opportunity to make it work as it can is now yours.

4-30-64

It Says Here



Did You Know?...

May is National Radio Month.

From George Biggar, Extension's good friend who is president-manager of Radio Station WLBK-AM and FM in DeKalb, comes this gem which we think you will enjoy reading.

Who Am I?...

"I can be heard by more families than any other means of communication.

"I keep you in constant touch with all the important news from the four corners of the world.

"I am a good friend entering your home as an invited guest with bright and melodious music to lighten mother's tasks; bringing her the comforting voice of her pastor and hymns that warm her heart; offering timely and helpful household suggestions; carrying news about friends, neighborhood schools, churches and clubs--of the births of babies and the passing of friends and loved ones.

"I convey news of accidents, keeping you continually on the alert against the dangers on our streets, highways, farms and in our homes.

"I am a swift messenger who instantly warns of impending storms and asks for and obtains immediate help in time of disaster.

"I am a friend in need who secures blood donors for the hospitalized and finds the lost child. I support the community chest and all other campaigns for the public welfare.

"I assist farmers in planning their work through my weather forecasts and the latest farm information. I report the market trends and quotations to enable them to market more intelligently.

"I serve youth by playing the latest tunes; broadcasting news of local sports activities and of the programs of character-building organizations.

"I constantly advise of shopping opportunities in home town stores and of new merchandise and services available for happier family living.

"I am a servant of the merchant. I make it possible for him to get in immediate contact with the families in his area. Through me, his approach is friendly and personal--stimulating a 'neighbor-to-neighbor' confidence that the metropolitan tradesman can never know.

"I serve folks at the 'grass roots'--hour after hour--every day in the week.

"I am yours but to command.

"...I AM LOCAL RADIO."

Radio Listening Going Up...

A. C. Nielson Company data in a recent issue of Printer's Ink show that radio use per home in 1963 was 20 hours and 42 minutes a week, a 1.9 percent increase over 1962 and nearly 20 percent over 1956.

The article says this increase has been due largely to additional use of portables. From 6 percent of radio listening in 1956, the average weekly audience for portables rose to 36 percent in 1963.

5-7-64

It Says Here



Information Committee Meets...

Hugh Fulkerson's ISAFA Information Committee met Monday night, May 11. Here's a quick report on what happened:

Members enthusiastically endorsed Colin Webb's "information flow" study and agreed to serve as a feedback panel. As most of you know, Colin is making a thorough analysis of the procedures and systems by which information support materials are originated, processed, made available and used by county extension offices.

The group reaffirmed its recommendation that the Communications Award program be continued this year as a part of the Fall Conference. Changes were suggested in the procedures for selecting and submitting entries.

A decision was made to review the reception of THE ADVISER by advisers and specialists.

An Offer Rejected...

Three weeks ago we offered to buy coffee and doughnuts during Spring Conference for the farm and home advisers who submitted the best examples of effective communication effort. We received one example--from Bob Wack. This response leads us to one of the following conclusions:

1. Advisers don't drink coffee.
2. Advisers don't communicate.
3. We don't communicate.
4. Advisers don't come to conferences.

Answers to Communication Questions...

Every farm and home adviser and every assistant adviser should have a copy of the Communications Handbook. If you

don't, write to us and we will send you a copy. This publication should answer nearly all of your general questions on how to communicate more effectively. Here are some quickie digests from various units in the book:

(Press--11) Cut out compound prepositions and conjunctions in your writing, such as: inasmuch as, insofar as, due to the fact that, to such a degree as, and in view of the fact that. Because or since say the same thing.

(General Communications--14) When you give a talk before an audience, do you: Adapt your presentation to the audience's interests? Determine in advance what reaction you want from your audience? Spend enough time in preparing your speech to make it effective?

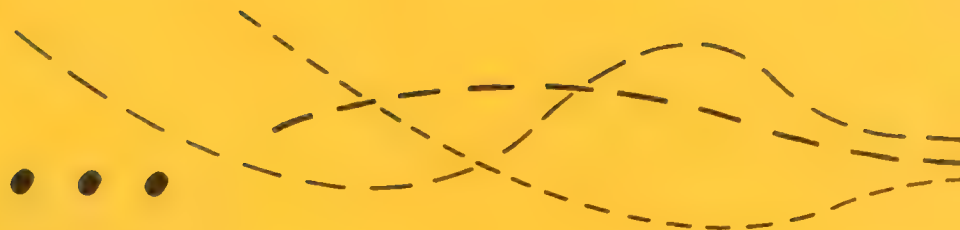
(General Communications--11) No matter how much you know or how sincere you are, you will not impress your clients with a dull, monotonous telephone voice. Therefore, it's wise to cultivate a moderate but lively tone of voice that will effectively carry your message over the wire.

(Radio--4) When you have a guest on your radio program, ask a question only when needed to bridge, to bring out new information, to keep him on the subject, or to "rescue" him. Call your guest by name from time to time during the conversation. This will be helpful to the listener who tuned in after your introduction.

(Direct Mail--1) When should you use direct mail? Use it when you can't reach your audience with mass media or when you want to supply more detail than mass media permit. Use direct mail when you want a reply to your message. Enclosing a self-addressed and stamped post card or envelope encourages replies. Use direct mail during the slack season when your audience has more free time.

5-13-64

It Says Here



Photographic Services Available...

Jim Tarr, manager of the University of Illinois Photographic Laboratory, last week told the 20 participants in the Spring Conference photographic workshop that the laboratory will backstop local picture-taking efforts of advisers.

He said that farm and home advisers and assistants can get both photographic materials and services simply by putting the county name and University code number on your order. However, the Lab cannot sell you materials or perform services for you on a personal basis. It must be in connection with your work.

Tarr said that the Photo Lab would mail materials to you the same day the order is received, but they will have to give you photographic services according to their regular processing schedule.

Some Savings Involved...

Photo Lab can save you some money over regular commercial prices. For example, Kodachrome II Daylight in 20 exposure roll is \$1.54; a prepaid processing mailer for the same is \$1.36; Type 42 Polaroid 200 is \$1.85 a roll; No. 5 flashbulbs are \$1.02 a sleeve of 12.

Besides processing and standard printing and enlarging, Tarr said they could make good copy negatives of Polaroid prints for \$1.00 each. You can then use the negative for any size print up to 16 x 20 inches.

Workshop participants Wally Reynolds and Stan Smith made a highly successful exhibit on "Forages" by shooting all originals with their Polaroid camera and then making a copy negative for enlargements. They pasted typed captions on

the Polaroid photos before making their copy negatives in order to get the message on the final enlargements.

Staff members who want a list of supplies and materials available through the University Photo Lab should write to James Tarr, Manager, 713 S. Wright St., Champaign 61822.

Direct Service to Weeklies...

Each farm and home adviser this week will get a letter indicating which of your county weekly newspapers are still on our mailing list to get a direct news service from us. Except for those listed on your letter, all weeklies now have been dropped from our direct service mailing list.

Rural Life Issue...

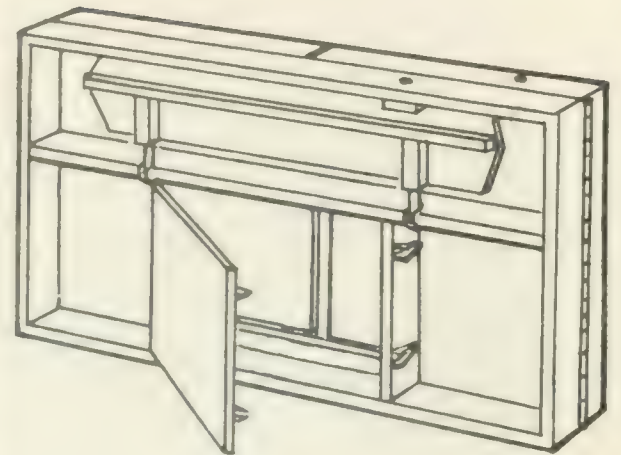
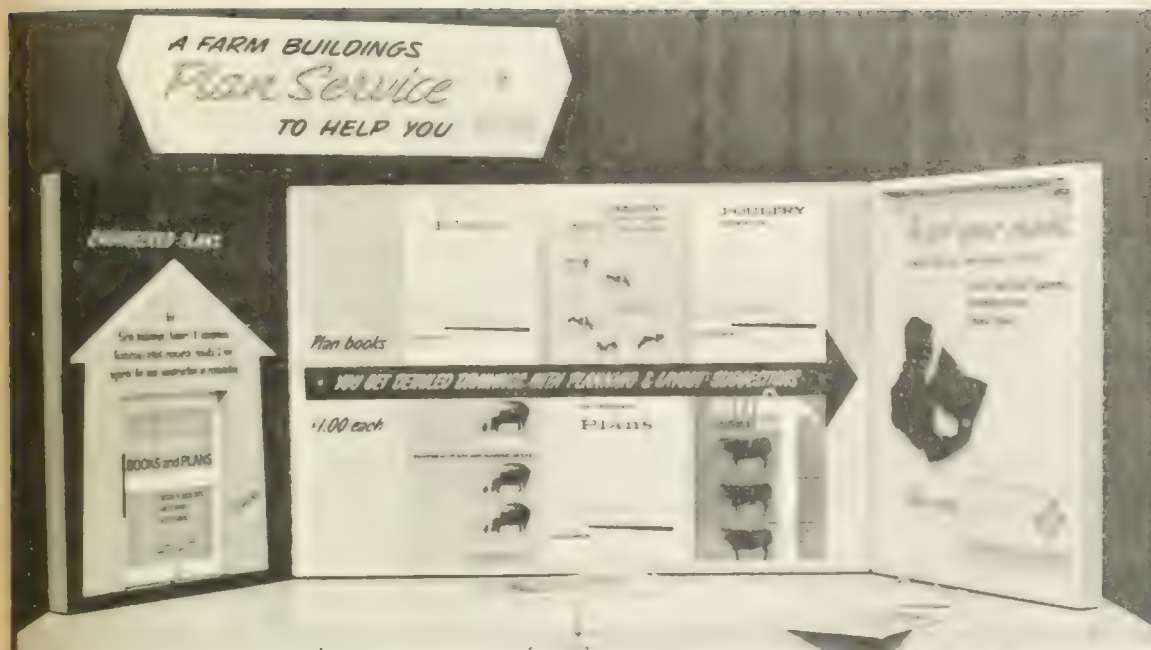
From DeKalb FA Al Golden comes a copy of the 16-page special Rural Life issue of the DeKalb Daily Chronicle for April 24. The full banner headline proclaimed that "Farmers Keep Pace With Progress."

The issue is filled with pictures taken by the Chronicle staff which, in line with the paper's name, chronicles the year's events by devoting a page to each month. The wandering photographer had discovered some interesting shots on his tours around the county at various times of the year. Al took advantage of his chance to prepare an excellent story on Extension's 50th Anniversary on the front page.

In This Packet...

Attached to this issue is a copy of Loan Exhibit 10, "Farm Buildings Plan Service."

5-20-64



A FARM BUILDINGS PLAN SERVICE

DESCRIPTION: This effective exhibit not only displays the covers of available plan booklets, but also provides copies for interested persons to see. Several descriptive leaflets containing order blanks are also included. Storage areas are built-in for the top sign and publications material.

COLORS: Blue and pale yellow are the predominant colors, with areas of black and red for accent. The covers of the plan booklets are of various colors.

SIZE: Folded for carrying, the case is 2 feet high, 3 feet long, and 4 inches wide. Open, it fills an area about 5 feet long, 2 feet deep, and 3 feet high.

WEIGHT: The exhibit weighs about 18 pounds and can be easily carried and set up by one person.

TRANSPORTATION: It will fit into a regular or compact automobile.

SUPPORT: A table or other platform is necessary.

ELECTRICAL OUTLET: None needed unless additional lighting is required.

To obtain this and other exhibits, send your request to:

Technical Services
Old Agronomy Storehouse
University of Illinois
Urbana, Illinois
Attn: Lyle King

Avoid confusion or delay--follow the directions on the back of this form.

Only authorized personnel may sign out exhibits, and they are responsible for them. Exhibits may be used for other than extension affairs if they are obtained through the local extension office.

When requesting an exhibit, state the date and approximate time you will pick it up and return it. Failure to return exhibits on time will inconvenience not only this office, but also your co-workers who have it scheduled out next.

PRIORITY is given on a first-come, first-served basis. Reserve your choice several weeks in advance whenever possible.

ALTERNATE exhibits may be suggested in the event that the one you selected is not available.

SCHEDULES must be adhered to. If an extension of time is desired on any exhibit, permission must be obtained from the Technical Services Office.

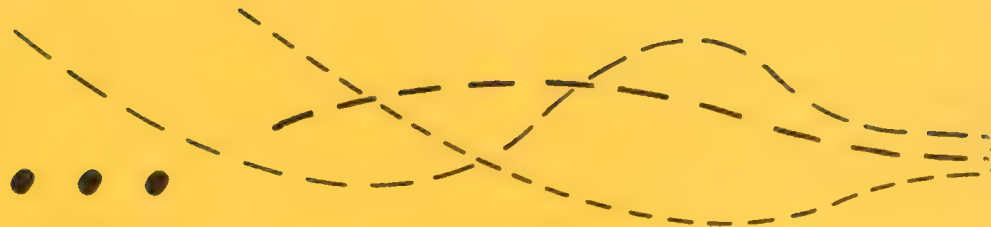
TRANSPORTATION as well as the setting up and maintenance of exhibits while they are in the counties is the responsibility of the borrower.

REPORT any malfunctions and broken or missing parts when returning each exhibit in order that they may be repaired before the exhibit is sent out again.



COLLEGE OF AGRICULTURE · State, County, Local Groups, U. S. Department of Agriculture Cooperating

It Says Here



Hugh Tells Extension Story...

Ogle FA Hugh Fulkerson used all the mass media at his command to tell the story of a student-planted windbreak at the Oregon High School athletic field on Arbor Day this year.

Nearly a full page of the DIXON EVENING TELEGRAPH with a full banner head and three large pictures taken by their own photographer gave that area the full story. The FREEPORT JOURNAL STANDARD also sent a photographer and wrote its own news story of the event, and Hugh furnished information for the OREGON REPUBLICAN REPORTER.

In addition, he devoted most of his personal column that week to the event. WREX-TV, Rockford, had two three-minute broadcasts of the story at 5:30 a.m. on their regular news program and again at 10 p.m., and WJRL radio at Freeport made a 10-minute radio tape for two broadcasts.

Lots Of Cooperation...

In addition, Hugh believes that because of this tree-planting project many people in Ogle County now know more about the Extension Service and its activities than before. More than 450 Oregon high school students helped to plant the trees. Others involved include the high school board, superintendent, coach, and vocational agriculture teacher, the Oregon Fire Department, the work unit conservationist, the district forester, the farm adviser and assistant farm adviser, Extension Foresters L. B. Culver and T. W. Curtin, and 14 mentally handicapped children, each of whom planted a tree.

More Good Extension Information...

Farmers in Will County know more about the recent poultry school at Kankakee because of a two-column picture in THE FARMERS WEEKLY REVIEW, published in Joliet. The picture was taken by AFA Webster Bay and shows one of the couples displaying the certificate they received at the end of the workshop.

We also noticed FA Andy Wicklein's column next to the picture and much other extension and agricultural news in the same issue.

And Still More Information...

A two-page extension newsletter from Stephenson FA Bob Wack and AFA Del Dahl to all cooperators in the county recently announced the changes in the county extension office. The letter included pictures of FA Wack, AFA Dahl and the members of the County Agricultural Extension Council.

Wack and Dahl have overhauled their mailing list and now have more than 5,000 up-to-date names and addresses to get meeting notices and other information. The illustrated circular letter lists the location of the county agricultural extension office, with telephone numbers and office hours. It also states that the office is open to all people and is separate from other organizations doing business in the building.

The letter ends by giving the readers some information about the County Extension Council and its work, the fact that the county extension programs are planned by the extension councils and a reminder that 4-H Club work is directed by the county extension office.

5/28/64

It Says Here ...

We're Giving You Fair Warning...

Any day now (if he hasn't done it already) your county fair chairman will call to make space arrangements and ask about your exhibit plans.

Our Technical Services Division can't make displays for individual counties, but it can and will supply advice, loan exhibits and display materials, such as lights, background panels, steel posts, etc. The supply is limited and on a first-come, first-served basis, so don't delay if you have requests.

Some Ideas You Might Use...

1. A 4-H theme based on Loan Exhibit 25, supplemented with slides or photos of county 4-H activities, is one possibility. The state 4-H office can supply handout publications, and local 4-H'ers can help man the booth.

2. Rural civil defense is another suggestion. You can use Loan Exhibit 22 as a focal point. State or local civil defense offices can supply publications and may have additional display materials.

3. Soil testing can be promoted by Loan Exhibit 14. A soil test demonstration could be run periodically. The importance of a soil test to both farmers and homeowners could be stressed.

4. Advisers near Dixon Springs might ask Bill Courter if they could borrow his Do-It-Yourself Plastic Greenhouse, which was such a hit at the 1964 Flower Show in Chicago. Plans for building it are also available.

5. The farm pond display (#16) can be used alone or combined with Loan Exhibit 23 on safe water supplies. A photo display of local farm ponds would add interest. Requests could be taken for the U. of I. farm pond circular.

6. Extension publications always make an interesting exhibit if they are attractively displayed. Request cards could be provided for interested persons.

Other Displays For Your Use...

Technical Services also has a few displays in addition to those on the loan sheets. "The Snyders Did It" is a six-panel display that needs about 15 feet of table space. It shows how one family improved its farming operation through adoption of good practices, aided by extension and other agencies.

Five small displays (one for each district) are being built around the new 12-slide set on "Education for Action for the Next 50 Years." The display contains a rear-view screen. Counties will supply the Carousel projector; Technical Services will furnish a tray of slides with each display. Since the life of a projection bulb is about 25 hours, at least two spares would be advisable if your fair lasts a week. A loan sheet on this display will be available in July.

To get more information or to reserve materials, contact Lyle King or Victor Stephen, Old Agronomy Storehouse, U. of I., Urbana.



"Guess I should have read the Exhibit Loan Sheet."

6/3/64

It Says Here



Summary of TV Corn Series...

According to figures compiled by TV Editor John Woods, six TV stations broadcast a total of 45 live and video-taped programs during this spring's series on corn by several extension specialists. These programs totaled about 326 minutes on the air. The cost would be about \$6,030 if we had to buy this time from the stations.

While we cannot accurately measure the number of farmers reached by this series, we do know that the coverage was considerable. The programs were scheduled on those stations that cover the largest number of farm viewers.

All six farm directors on the stations were highly complimentary of the job the specialists did for them. They want the specialists to stop in more often for live appearances. The main problem with the series was that too many programs were scheduled in too short a time. The farm program directors like to spread them out over more time.

John Recommends...

During the past year, College of Agriculture staff members have made several hundred live guest appearances. John believes that this is the best TV programming that we can do, because with the help of the station farm director we can give the programs the local touch. This is what advisers also can do best.

Films cannot be a complete substitute for live appearances because, no matter how hard we try, the stations regard film as filler material and are inclined to put it on the shelf for future use. We will continue to make feature films that are not so critically timely, but will recommend continued live appearances whenever possible.

4th Annual DeKalb Survey...

From DeKalb FA Al Golden comes a copy of the 4th annual DeKalb County Communications Survey. Al sent the survey forms to 500 persons whose names were selected at random, with a letter over the signatures of both the farm and home advisers. Exactly 200, or 40 percent of the forms, were returned.

These annual surveys of DeKalb County communications by Al and Home Adviser Deloris Gregory appear to be producing more useful information each year. Survey forms are distributed to find out which media DeKalb County farm families prefer, including AM and FM radio, television, daily and weekly newspapers and farm publications. The advisers want to know which radio stations their farm audience prefers for markets, weather, news, women's interest and musical programs; readership and listenership to agricultural and home economics extension public information; types of information preferred by farmers and farm homemakers; and a summary of cooperator opinions on all these subjects.

We don't have room to summarize the survey here, but perhaps Al or Deloris could let you have a copy if you'd write for one.

State 4-H Conference Coverage...

We will have tape-recording facilities set up during State 4-H Club Week so that you can make tapes with your county delegation. You will have a chance to schedule times and places for the recordings at the end of the registration line.

It will be most helpful if you will bring your own clean tapes. However, we will sell new tapes at \$1.00 each.

6-10-64

It Says Here



Here's Company, You Miserable Ones...

Column-writing advisers like to moan, "Writing is easy for you guys. That's your job. For you it comes natural. But me, I have trouble filling out a laundry slip."

If it will make you feel any better, here's a secret: Writing--good writing--is not easy for anyone. Take Hal Boyle, for instance. He has been beating out a daily column for the Associated Press for 20 years. What does Boyle say about column writing? Listen to Boyle's comments as reported by Ray Irwin in Editor and Publisher:

"It enlarges the soul, but wrinkles the brain."

"There are those who believe that writing a column is an easy racket, but Don Marquis said it best long ago when he described this peculiar form of industry as 'digging a daily grave.'"

"It takes no unusual equipment to become a columnist. But you do need an insatiable curiosity about life, and a pair of ears bent from listening to others. A two-pants suit also is helpful."

"The question a columnist is asked most often is, 'Where do you get your ideas?' The answer is that you don't 'get' ideas: you beg, borrow or steal them--or excavate them out of a numb skull with a cold chisel of necessity."
-- The Distiller, newsletter of North Carolina State University.

6-17-64

Curt Has a New Phone Number...

When Henderson FA Curt Eisenmayer got a new phone number for his office recently, he announced the number to his mailing list on an illustrated postcard. The illustration was an outline of a telephone with the new number on it. Curt's message asked the cooperators to jot the new number on the back of their phone book or pin the card on their bulletin board until the new directories come out. He took advantage of the chance to list the home adviser's phone number, too, and invited everyone to call or stop by the office any time during office hours, 8 to 5, Monday through Friday.

Schmerbauch "On the Beam"...

When the brown recluse spider was found in Fairfield, Wayne FA Bob Schmerbauch immediately got calls asking how to control it. He checked his entomology reference handbook for information and found there a picture of the brown recluse. He then wrote to extension entomologist Pete Petty for a copy of the picture. The result was a two-column picture of the spider in the Fairfield daily newspaper with a story quoting the farm adviser on information about it. Our collective hats are off to Robert for his initiative in getting this timely and informative bit of education out to his county people.

In This Packet...

Enclosed with this packet are 50 copies of the reprinted Cooperative Extension folder with special reference to the 50th anniversary. You may order as many as you wish for use with your county observances. Send orders directly to E. E. Lowry, 51 Mumford Hall.

It Says Here



Orchids to Cruthis...

Our bouquet this week goes to DeWitt FA Darrel Cruthis for his recent TV show with Dick Herm over WTVH-Peoria. Dick has been enthusiastic about the entire series with farm advisers and specialists, but was especially enthusiastic about Darrel's approach in building the show around questions that farmers had asked in the last couple of days.

One timely question that Darrel discussed was armyworm damage in wheat. He brought in some damaged plants and used them to illustrate his discussion. Other timely items that Darrel talked about and showed pictures of were smut-damaged Newton oats, wireworms and how they damage seeds and seedlings, and cutworms and the damage they can cause.

Dick's comment was that this approach to answering problems and questions that farmers bring to the adviser creates a living image of a farm adviser as a person who is on top of his county situation and is ready to help with good educational material. "Not only is this material good for my show," he said, "but it also undoubtedly helps build a good image for the Cooperative Extension Service."

Good for Columns, Too...

We'd like to add our two bits worth, as we have so often done before, that if material like this is so good for TV shows, it is just as timely and valuable to use on your radio shows and in your personal columns and news services. You can bank on this: what one or two farmers are asking you questions about will also interest many other farmers in your county. They may not ask you for the answers, but they will be glad to get the information if you will give it to them.

Pic by McAllister...

Black cutworms recently caused serious damage to young corn in several sections of White County, especially in one township where several hundred acres were replanted. White FA Bill McAllister was right on the job with his camera and took a picture of four of the cutworms and some stalks of corn they had destroyed. This picture was printed in the White County Farm Bureau News, which is where we saw it, along with a good story on cutworm control written by Bill. We'll bet that many county farmers were attracted by the picture, read the story and applied control measures as Bill suggested.

Mowers Reports...

Five two-column pictures by Massac FA Ray Mowers grace one of the two farm and home pages of a recent issue of the Metropolis News, along with a story that Ray wrote about "Your Extension Service in Action." The pictures showed each of the 4-H showmanship trophy winners getting his award from one of the donors. The accompanying story told about the work of the youth advisory committee, along with their names, and took the opportunity to point out that 4-H Club work is a part of the continuing Cooperative Extension program in the county. Ray also listed the names of three other county advisory committees and told about the showmanship awards.

We also find on the two pages of excellent newspaper cooperation several other stories from our packet, Ray's two personal columns on farming information and 4-H Club work and Larry Simerl's Outlook Letter. Here's one newspaper that isn't afraid to use lots of pictures.

6-24-64

It Says Here ...



Halsey Takes a Survey...

Bureau FA Halsey Miles reports pleasant surprise at the nearly 400 replies he has received from the extension program questionnaire he recently sent to his county mailing list.

Part of his surprise came because about half of the respondents indicated a wish for more publicity about the county program, while few asked for less. He is encouraged by this evidence that the county people rely on his informational efforts. Incidentally, we get this information from Halsey's personal column, News Notes, printed in the county newspapers. New assistant farm adviser Dan Hembrough has taken over the job of preparing the 4-H News Notes column.

Most People Read the Columns...

Of the first 219 replies, 186 persons, or 89 percent, said they read the farm adviser's news notes all or some of the time. Twenty-six said they seldom read the notes, and 7 said they never read them. Of these, 4 reported that they did not take a paper that carried the notes.

Halsey's questionnaire was a short one on a single page. He asked about subject matter meetings, the news notes columns, and extension programs over the radio. He also asked whether the publicity program should be increased. Respondents checked the five subjects that they thought should be most emphasized in the future. Agricultural chemicals led the list of preferred topics with 139 checks, followed by farm management and planning with 129.

Halsey enclosed a self-addressed postage-free envelope and got 238 returns in the first four days.

Eastman Likes Our Method...

Photo editor Jack Everly has a letter from Eastman Kodak Co. asking for three of our slide sets--D-7, D-18, and D-19--to show at a meeting about production procedure. Eastman then wanted to buy a set of the poison ivy slides. It tells a good story, they say, and illustrates a production technique they are interested in.

This technique is not one that you'd be likely to follow. But Jack has developed a special method to mass-produce county slide sets at minimum cost. While it is not the way the professionals in Hollywood would do it, it doesn't cost nearly so much either.

Essentially, the process involves shooting the originals on Kodacolor negatives from which prints are made. These prints are then reproduced on a 35 mm. color negative strip film that is fastened into an endless loop. Automatic printers then can print as many sets of positive color transparencies as are wanted.

After using the set as an example of procedure, the Eastman Company plans to give it to a local Boy Scout Council for subject-matter use.

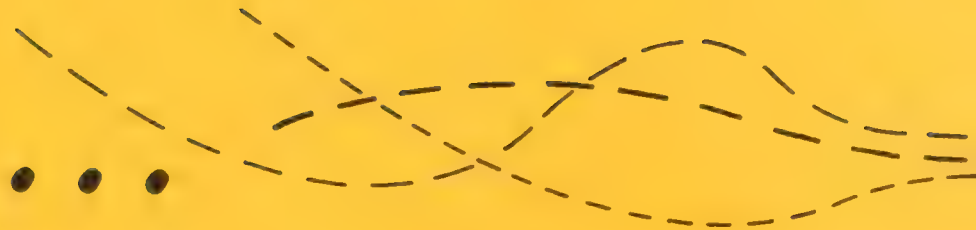
Lee Salutes Ag Council...

Two pictures in a recent issue of the Lee County Farmer give Lee FA Jim Somers a good chance to tell county people a little more about the work of the County Agricultural Extension Council.

One picture shows the members of the council who have been members for a year or more greeting the new members. The other picture shows Jim presenting certificates of service to the retiring members.

7-2-64

It Says Here



Need Good Case Histories...

A recent letter from Gordon Berg, editor of FARM TECHNOLOGY magazine, reminds us that he will pay \$25 each for case histories for "The Problem Corner" in the magazine. Purpose of this section is to stress the importance of the farm technologist in his role as "troubleshooter" for today's agricultural producer.

You in the counties are the people with the case histories. What important problem have you helped a producer solve recently? It may be worth some extra income to you to take the time to put the story down on paper and send it to Editor Berg. He needs a good photograph to go with each story.

Why not check back through the last few issues of FARM TECHNOLOGY to see what has been used. Then pick out one or two of your best stories and write them. If you're uncertain, ask Editor Berg if he would be interested in your idea before you write about it.

Jo Daviess Extension Letter...

We have been working with Jo Daviess FA Hugh Ross on a new masthead for his county Cooperative Extension letter. He wanted to revise it to include the CES symbol. We sent him a mat of the symbol along with some layout suggestions.

Hugh had his local printer set the masthead in type and used royal blue ink. The heading says, "Agricultural Extension Information From Your Jo Daviess County Farm Adviser Hugh Ross," and carries the office address and telephone number.

You might be able to get a sample copy from Hugh if you're interested and are not already on the mailing list.

A Rear-Projection Screen...

Photo editor Jack Everly tells us that Eastman Kodak Co. has recently published a 16-page booklet that shows how to make a cabinet for rear-screen projection of slides with your Carousel or other automatic projector.

Many advisers have asked about rear projection for county fair booths, TV shows and other places where they could use some of their own slides for illustration. Building a cabinet designed for rear projection might be a good project for your county 4-H Federation or other group that wants to do something for Extension.

This booklet is free. Simply write to Sales Service Division, Eastman Kodak Co., Rochester, N. Y. 14650, and ask for Kodak Sales Service Pamphlet No. S-21, "Rear Projection Cabinets."

Building A Mailing List...

Here's an idea from the State of Washington, where a county home agent is using telephone directories to build the mailing list for her extension information letter.

This particular home agent had been having trouble getting the local weekly newspapers to print subject-matter information. So she decided to expand her own direct mailing to all county women who wanted it.

Each month she has been selecting 500 names from the telephone books. She sends these persons a sample of her letter with a blank card to be returned if they want to keep on getting it. It will take her six months to cover all of the telephones, but she had 252 cards returned from the first 1,000 names.

7/9/64

It Says Here



Editors at National Conference...

This week several members of the Extension Editorial Office staff are attending the 48th annual conference of the American Association of Agricultural College Editors at New Mexico State University, Las Cruces. They will come back next week refreshed and recharged with new ideas.

It is the custom of the AAACE organization to hold its annual conferences on the campuses of the various state land-grant institutions at their invitation.

Conference sessions this year will be beamed toward the communication problems inherent in the Rural Areas Development Program.

Start New TV Series...

Farm advisers cooperating with Dick Herm on his TV show over WTVH, Peoria, are starting a new program series on corn storage on July 16. Area Adviser Frank Graham and TV Editor John Woods worked out the 10-program schedule to avoid duplication of effort.

They are asking each adviser to bring examples on polaroid prints or 35 mm. slides of the facilities available in his county. Each show will tackle a specific problem covering types of harvesting, storage and drying. This problem is timely because many farmers are switching to field shelling and are asking questions about it.

John has prepared some general visuals for use on the series. Any of you can borrow them for your own shows if you will write him for them.

More Use of "Beeper"...

You can expect more calls in the future for information by "beeper" telephone to be used on radio programs. This is a speedy service that brings timely information to area farmers faster than any other method.

For instance, only last week Macon FA Warren Myers recorded a 3-minute "beeper" call for Orion Samuelson, farm director at WGN, Chicago. It's possible that not too many Macon County farmers heard Warren's report over WGN. But Orion is a progressive sort who wanted Warren's first-hand report of crop conditions in his county after the recent hailstorm.

It was an interesting report. Warren estimated that 10,000 acres in Macon County were damaged. One farmer alone reported \$12,000 damage. Warren used his own county radio stations, WDW and WSOY, to keep his county farmers posted on the hail damage and to answer the many questions on disease and insurance problems.

Promote Your Own Program...

This reminds us that one of your jobs is to promote your own radio programs. Just getting "on the air" does not assure you an audience.

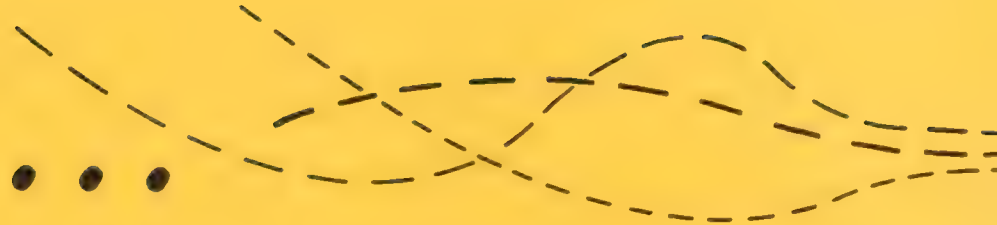
Talk about your program at your county extension events. Make up posters that will tell people when you are on the air, and put them up at strategic points around the county. List the times of your program at the bottom of direct-mail letters and in your newspaper column, unless the editor objects too strenuously. Ask your station to announce your program at various times during the day.---Communications Handbook, Radio 1.

7/15/64

1. *Phragmites australis* (Cav.) Trin. ex Steud.

1. *Journal of the American Medical Association*, 1997; 277: 1039-1043.

It Says Here



Illinois in AAACE Contest...

Illinois and New York wound up in a tie for the most red and blue ribbon awards in the communications contest of the American Association of Agricultural College Editors. Results were announced last week at the 48th annual meeting of the organization at New Mexico State University, Las Cruces.

However, New York topped all states, with seven blue ribbon awards to go with one red ribbon. The Illinois entries in the contest received three blue ribbons and five reds. Among the 350 entries, judges awarded 62 blue ribbons (excellent rating) and 104 red ribbons (good rating).

Illinois entries rating blue-ribbon awards were Photo Editor Jack Everly's series of black and white pictures and Technical Services Director Vic Stephens' World Flower Show exhibit and the Rural Civil Defense portable exhibit.

Red awards went to entries in the classes of single black-and-white photograph, television feature over five minutes, television subject-matter featurette, periodical and general experiment station publication.

Sender Must Pay Postage...

Regarding the It Says Here item on "Building a Mailing List..." in the July 9 issue, Assistant Director W. D. Murphy says the Washington home agent had a good idea. But he advises that you must use cards for return on which the sender pays postage. You cannot use penalty cards for this purpose. If you do, you may wind up paying postage on the lot. See page 8 of your penalty mail instruction booklet for the details.

Direct Mail Helps...

The June issue of The Reporter of Direct Mail Advertising records the story of the churchman handed the responsibility of collecting back pledges from 25 members of his church. Here's what he did:

"We made personal calls on each of the 25, and then I started mailing each one of them a postcard every Thursday. The message was short and to the point. I simply gave the title of the coming sermon and told each one that I would be waiting on the front steps of the church for him on Sunday morning.

"Not a word about the pledge was ever mentioned. The members were merely invited to come back to the church, from which they had strayed.

"Three weeks went by and I saw not one, and I was sure that my effort was a flat failure.

"The fourth week there were 11. Just how long it took the others I do not know because I did not keep track. They came in one or two at a time."

Twenty-two of the 25 returned to active participation in the church, and 23 paid their pledges in full.

The purpose of this little sermonette is a call for extension workers to sometimes exhibit the patience of Job.-- North Carolina Idea Distiller Newsletter.

Al Reports Camping Experiences...

DeKalb FA Al Golden devoted last week's personal column to a full report of his week's 4-H camping experiences at Shaw-waw-nas-see with the county group. He did an excellent job of reporting, and we suspect that many DeKalb parents are grateful for the word picture of camp. (Maybe they found out more from Al than they did from their offspring.)

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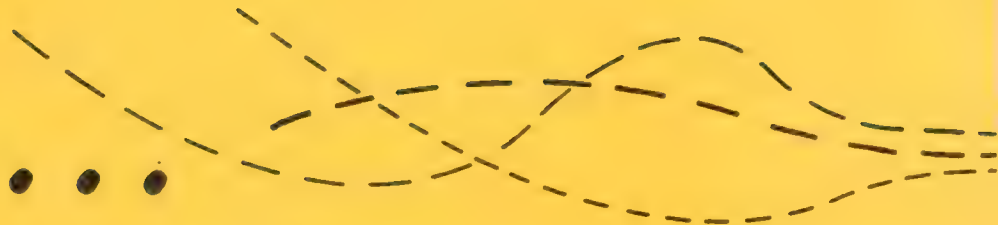
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It Says Here



"Beepers" From Advisers...

One of these days you may get a call from the Editorial Office for a one- to two-minute report about the "big event" or timely question in your county.

Radio editor Glen Broom says that he and editorial graduate assistant Cliff Scherer are calling farm advisers and assistants for beeper reports for the WILL noon show. To date they have recorded such reports from Champaign FA Earl Bantz, Vermilion AFA Leo Steiner and Tazewell AFA Elmer Rankin on timely topics in their counties. They have discussed such things as soybean diseases and county 4-H shows.

If you are within the WILL listening area, you might like to pay special attention to the way Glen and Cliff are handling this featurette. We think that such "shorties" are good radio programming and will be interesting and informative for your farm audience. They have the great advantage of providing "instant information" about important county questions.

You might talk with your own station manager or farm radio director about the idea. You can record one- or two-minute reports by beeper telephone from your office or from the field for your own program or for any farm or news program the station broadcasts.

"Hook" Your Listeners...

Unless listeners are "hooked" in the first 20 seconds of a radio program, you may lose them. Use your opening to attract their attention. An interesting or startling fact or a timely question makes good "bait."--Radio No. 6, Communications Handbook.

Dick Asks His Farmers...

McDonough FA Dick Weller is looking forward to a good county program in animal health next year as a result of a questionnaire he recently sent to 1,450 of his county farmers. He has summarized the first 145 returns in mimeographed form.

Besides asking specific questions about disease problems in swine, beef cattle and sheep, the questionnaire asked which farmers diagnosed their own disease problems or who else helped, and in which ways they thought the extension educational program could help combat animal diseases. In order, the farmers suggested newspaper articles, livestock management schools, countywide health meetings, personal contact, radio information and pamphlets.

The survey developed out of a series of meetings that Dick had with his county veterinarians. Extension veterinarian Ron Pickard attended the first supper meeting, out of which came a series of meetings on specific subject-matter material for the professional group of county veterinarians. So far area advisers Marvin Hall and Dick Simms have helped with meetings on swine nutrition and on environmental control, and another meeting on beef nutrition is scheduled for September.

This project has opened the door for further real cooperation between the McDonough county veterinarians and the Extension Service, Dick says. Further meetings in the series will include staff members of the College of Veterinary Medicine to discuss latest research findings and developments in the field.

Dick would probably be willing to send you an extra copy of the summary if you ask him for one.

It Says Here



1964 Communications Awards...

Here are your entry blanks for the 1964 Cooperative Extension Communications Awards Program for farm and home advisers and their assistants. This awards program has again been requested by the Information Advisory Committee of the Illinois State Association of Farm Advisers as part of the annual Fall Conference program.

Last year's awards program was most successful for those who took part in it, but of questionable value for those who did not. As we explained last year, we have tried to take out all elements of "contest" from the awards. Each of you who enter one or more of the 13 classes will be competing only against a set of standards that we have set up for measurement of your efforts. You will not be competing against each other.

Competent Judges...

In order to fairly and adequately judge your entry, we will have a panel of competent specialists outside the Extension Editorial Office help us judge the entries.

The educational aspects of the program come with the critique of entries by the judges. Every class has its own set of evaluation sheets, and each entry will have judges' comments and suggestions for improvement attached. We plan to have the entries on exhibit during Fall Conference so that all of you can get new ideas and some help from them.

DEADLINE--SEPTEMBER 11...

We have set the date of Friday, September 11, as the deadline for entries in the awards program. Attached is a set of entry blanks for your use. Fill one out for each entry and attach it securely. Then mail it to us at 330 Mumford Hall, Urbana, before the deadline date. We will have all entries judged and ready for exhibit at Fall Conference in October.

The Awards...

There will be achievement and honorable mention awards in each class, the same as last year. Each adviser is allowed only one entry in each class. But you may enter all the classes, or as many as you wish. Each achievement winner will be given a certificate of accomplishment. Last year 28 of the 58 different advisers who submitted entries won achievement awards. There were 172 entries in the 13 classes.

It's For YOUR Benefit...

As we have said before, the most benefit each of you will get from this program is through your entries. It will be your enthusiastic response that will insure its success.

You should have plenty of time to get your entries organized and sent in before September 11. We ask for your cooperation in meeting the deadline, because the judges can do a more thorough job if they have time. We know that many of you are doing excellent information work in your counties. We want to help you make all your efforts better.

8/7/64

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

1. *Journal of Management Studies*, 1997, 34, 1, 1-15.

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1. The first thing I noticed when I stepped out of the plane was the cold. It was a sharp contrast to the warm, humid air of the tropics. I had heard that the weather in the north was harsh, but I didn't realize just how cold it would be. The wind was biting, and the sun felt like a distant, weak light. I wrapped my coat around myself, trying to keep warm. The ground beneath my feet was a mix of dirt and snow, and the air smelled like frost. I had never experienced this before, and it felt like I had entered a whole new world. The silence was also strange. In the tropics, there was always a constant hum of life, the sound of birds, the rustle of leaves, the distant call of a monkey. Here, the only sounds were the occasional creak of a branch or the soft crunch of snow underfoot. It was a stark difference, and I found myself looking around, trying to take in everything. The landscape was beautiful in a way I had never seen before. The mountains were jagged and covered in a thick blanket of white, and the valleys were filled with a dense forest of evergreen trees. The sky was a pale, hazy blue, and the overall atmosphere was one of quiet solitude. I had come here for a reason, but I wasn't sure I was ready for what I was about to find.

1. *Phragmites australis* (Cav.) Trin. ex Steud.

5. *How do you feel about the way the company is doing?*

100

1964 COMMUNICATIONS AWARDS PROGRAM

Fall Conference of Extension Workers
Urbana, Illinois, October 20-23

Division I--Press Services

Class 1--Regular News Service to Local Newspapers

This news service must originate in the adviser's office and be sent REGULARLY (at least twice a month) to two or more newspapers. Submit two issues for this entry. Entry may be typed, carbon copy, or mimeographed. Do not send newspaper clippings. Judging will be based on content, style and appearance.

Class 2--Single Farm or Home Feature Story

This can be either a farm or home experience feature story or a story on some subject of interest to farmers or homemakers. It must be written by the adviser and used in a local newspaper or a state, regional, or national publication. Submit either a copy of the story or a clipping from the publication. Same judging criteria as above.

Class 3--Personal Column

This should be a personal column written REGULARLY by the adviser and carried by one or more local newspapers. Submit two columns for this entry. Entry may be typed, carbon copy, or mimeographed. Also include newspaper clipping of same columns. Same judging criteria as above.

Division II--Radio and Television Services

Class 4--Complete Farm or Home Radio Program

Entry consists of tape recording of one complete farm or home radio program not included within another program produced by the station. This program must be produced by the adviser. Judging will be based on quality, content and presentation.

Class 5--Farm or Home Radio Program Segment

This entry may be a spot announcement, interview, subject-matter talk, news, or any other part of a show put on by the station and produced by the adviser. Same judging criteria as above.

Class 6--Script Outline for TV Show

Typewritten script for one TV appearance by the adviser. Script should show presentation outline, including properties and visuals used. Judging will be based on total impact, information conveyed, visualization and format.

Division III--Photographic Services

Class 7--Single News Photo

Entry consists of a clipping of your photo as it appeared in a newspaper or other publication. You may also submit a black and white print of the picture, although not required. Judging will be based on (1) contribution to message, 50 points; (2) composition, 40 points; and (3) quality, 10 points. Be sure and send clippings as evidence of use.

Class 8--Photo News Story With Two or More Pictures

Entry consists of a clipping of your photos used together to tell a picture story. You may submit black and white prints of your pictures, although not required. Judging will be on the same basis as for single photo.

Class 9--Entry consists of a series of 10 or more colored slides arranged to tell a story with script or audio tape. Include the script or tape with the entry. Judging will be based on (1) effectiveness in conveying intended message to audience, 60 points; (2) quality and composition, 40 points.

Division IV--Visual Services

Class 10--Exhibit or Display

Must be a locally produced exhibit or display by the adviser. Materials, design and work must have been done primarily by advisers with local people.

Category 1--adult exhibits and displays

Category 2--4-H or Rural Youth exhibits and displays

Includes floats, fair exhibits and window displays. Submit at least a 5 x 7 black and white photograph of exhibit or display for judging with colors indicated on the back, or a color slide, which would be better for judging. Judging will be based on subject, attraction value, message, interest-holding quality, appearance, economy and effective title.

Class 11--Presentation Aids (other than slides)

Includes county-produced flannel-board presentations, TV visuals, overhead projection materials or other extension teaching aids for use with group instruction. Submit either a photograph of the visual or the materials themselves with a rough sketch of how they look in use. Same judging criteria as above.

Division V--Direct Mail Services

Class 12--Regular Newsletter

Class 13--Irregular Letter or Promotion Piece

Submit one copy of a circular letter, 4-H newsletter or other direct-mail piece that you think has worked well for you. Judging will be based on design, copy and over-all impression.

TV ENTRY

1964 EXTENSION COMMUNICATIONS AWARDS PROGRAM

Class 6

1. Name: _____ 2. County: _____
3. Presentation title: _____
4. Station: _____ 5. Time: _____ A.M./P.M.
6. Length: _____ 7. Program host: _____
8. Intended audience: _____
9. What was the problem (why did you pick this topic)?

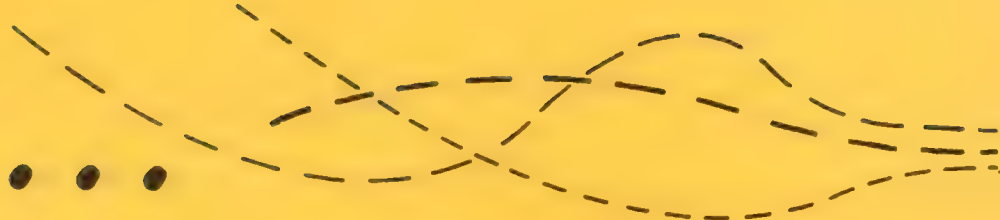
10. What did you want your audience to do? _____

11. Why would your audience want to watch your program--what benefit did you offer them? _____

12. What was your key message? _____

13. Please enclose a presentation outline which includes the following:
 - A. The introduction of you and your subject (by host) and your opening comments and visuals.
 - B. An outline of the major points you brought out in your presentation and the questions asked you by the host.
 - C. A brief explanation of the visuals used for each point of your presentation. (If possible, either send photographs of your visuals or the visuals.)
 - D. Your closing comments and visuals.

It Says Here



Don't Hide Your Light...

The "Green Mountain Boys" from Vermont have asked us for samples of Illinois county homemade presentation aids to inspire their staff at their annual extension conference this fall. We know that many of you have produced excellent slides, flannelgraphs, TV visuals, charts, posters and what-have-you for use in your counties.

If you are willing to share your ideas with Vermont, send any materials that you have used effectively in your county programs to Vic Stephen, Old Agronomy Storehouse, University of Illinois, Urbana, before August 31. Vic promises to get the materials back to you when Vermont has finished with them.

"Guesstimate the Piggies"...

St. Clair AFA Howard Lemons sent us some information about the recent live animal evaluation contest that proved to be such a success at the county fair. In the contest, 38 St. Clair pork producers tested their judgment in predicting the carcass cutout data on four selected hogs.

Howard says the contest proved that (1) extension workers can easily put on educational programs of this type at their county fairs and (2) people are willing and eager to test their judging skill and then learn more about what's inside the hides of live animals. His opinion, based on this experience, is that such contests can be valuable teaching tools in extension work.

Howard put out a news release before the contest to stir up interest in it, and then followed with a result story to his county outlets.

Foxtail Photos at State Fair...

Photo editor Jack Everly reports that the Division of Plant Industry, Illinois Department of Agriculture, asked for color enlargements of slides in the mass-produced set on "Giant Foxtail." Jack sent them the set of original color negatives.

The department is planning this exhibit for its tent southeast of the Administration Building. If you get to the Fair, you might like to make a trip through the exhibit to see how this material is being used.

Special Page on Farm Problem...

From Winnebago FA Dick Kerr comes a copy of a booklet of reprints of articles written by George Sollenberger, staff farm writer, and printed in the Rockford Morning Star and Register-Republic from May 10 to 18.

Dick doesn't say so, but he probably had a big hand in helping George prepare this series of articles. He does comment that the writer did a fine job, with which we agree wholeheartedly. The booklet, which consists of eight pages printed by offset, is an excellent example of the effectiveness of a good print job even when the material is simply items clipped from a newspaper column.

The cover pictures a tractor plowing a straight furrow, and it's captioned "Man in the Middle. He's the man at the hub of the farm problem. He can produce more food products than the market can take, and there lies a billion-dollar headache...."

8/11/64

It says here

General Remarks on the Case

There is no doubt that the Government of the United States, through the Department of Agriculture, has been very successful in its efforts to bring about a more efficient and economical use of the land and water resources of the country.

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It Says Here



Kermit Helps With Fair Edition...

Clay FA Kermit Clifton received front-page credit for helping the editor of the Flora Daily News-Record get out a special 22-page Clay County Fair edition a couple of weeks ago.

Clay HA Barbara Sue Gray and AFA Russell Bissey also deserve much of the credit for helping the editors put together a special eight-page section on 4-H work and homemaking in the county. The whole edition is packed with pictures of 4-H boys and girls in action and of some of the leading farm families and their activities.

Counties to Try Tele-Lecture...

Five Illinois counties are taking part in an experiment with amplified telephones (Tele-Lecture) during the coming year to see whether the system has any practical application to county extension educational programs. Counties cooperating in the trials are Peoria, Woodford, St. Clair, Franklin and DeKalb.

Being alert to possible uses of this new technique, Radio Editor Glen Broom ran across this note in the August issue of Reader's Digest:

"New York's Rep. Ogden Reid was slated to speak at a League of Women Voters luncheon in Westchester County. When he found at the last minute that he would be unable to attend, the undaunted clubwomen arranged for him to speak over a telephone.

"Present at the luncheon was his wife, Mary Louise. When the chairman asked if there were any questions, Mrs. Reid queried, 'Are you going to be home for dinner?' He said he was."

8/19/64

Two Tapes on New Corn Disease...

We have two interviews on tape with Mal Shurtleff and W. O. Scott about the new corn virus disease that has invaded southern Illinois. Write to Radio Editor Glen Broom, 330 Mumford Hall, Urbana, if you'd like to borrow them for your own program.

DeKalb Uses Local Leaders...

A clipping from the DeKalb Daily Chronicle sent in by DeKalb AHA Chloe Luett, shows one four-column picture and one three-column picture of food demonstration and flower-arranging 4-H teams from the county who will demonstrate at the State Fair this year. With the pictures was a complete story of the county show where the awards were made and the 4-H'ers selected. George Biggar, manager of Radio Station WLBK, DeKalb, made one of his usual good public relations gestures toward 4-H Club work when he presented measuring cup sets to each of the 10 4-H girls in the "ABC's of Foods" project and the 10 top exhibitors in the "You Learn to Bake" project.

One unusual thing about this particular 4-H Food and Room Improvement Show, according to Chloe, was that the entire event was planned and judged by county 4-H Club leaders. These leaders were trained by the DeKalb County home economics extension staff at special schools prior to the show. The leaders then checked in and judged all of the projects in one day, and the exhibits were open to the public in the evening and the following day.

The county 4-H girls were enrolled as follows: 629 in food projects, 75 in room improvement, 174 in handicraft, 34 in photography, 37 in party planning, and 68 in baby sitting, dog care and indoor gardening.

It Says Here



National 4-H Club Week Materials...

In this week's packet you will find a set of materials to help you with local promotion of National 4-H Club Week. We are also sending a copy of this same packet to our "News For Agriculture" mailing list. This material supplements the packet prepared by the Federal Extension Service.

We suggest that you check with your local newspaper and radio editors and plan together the special coverage that you want to give 4-H Club work in your county. For further helps, we remind you to look again at the 4-H Facts that George Daigh mailed to you on February 10.

WMAY Surveys Its Audience...

Radio Station WMAY, Springfield, one of Sangamon County's excellent outlets for information, conducted its own survey last spring to find out more about its listening audience in rural areas. The station sent nearly 800 questionnaires to farmers, representing about one out of five farms within a 30- to 40-mile radius of the city. The names were picked at random from the telephone book and from the county farm bureau mailing list.

More than 200 forms have been returned so far, which is an excellent return of 25 percent or better.

The survey indicates that 98 percent of the farm respondents listen to farm radio in the morning and 84 percent listen during the noon hour. WMAY has more than 65 percent of the total farm radio audience, according to this survey. More than half the returns praised the station's new farm market and news programs.

Farmers Show Patterns of Preference...

When the respondents listed more than one station in response to "What stations do you listen to?" they listed stations of similar programming. In this way they indicated a preference for certain types of programs. A total of 86 percent preferred a variety of music, 11 percent preferred country and western music, 9 percent specified no country and western, while about 25 percent asked for no rock and roll. A station that plays all popular music was least popular with these listeners among the general music types.

Listening times also fit into tight patterns among the farmers. Most farmers said they listened to the radio at the same time. Nearly half listened to radio in the late afternoon and early evening. Most of them listened to radio between three and four hours a day. More and more farmers have tractor radios. Getting-up time most commonly is 5:30 a.m. in central Illinois.

Farm Listeners Are Knowledgeable...

Farm listeners to WMAY seem quick to perceive reasons behind programs, the survey summary says. They like editorials and commentary, know a great deal about current events, are highly influenced by county farm advisers, and follow farm legislation critically and in detail.

Central Illinois farmers seem to get the market livestock news from Chicago and St. Louis almost exclusively, but they ask for Indianapolis estimates.

Farmers prefer to rate programs on the basis of the information they present, while their wives seem to lean more toward radio personalities. Both men and women dislike rock and roll--about equally.

8/26/64

It Says Here



Get Your Entries In...

This is our last opportunity to remind you about the September 11 deadline date to send in your entries in this year's Extension Communications Awards Program. This week is still not too late for you to round up your best communication efforts of the past year and mail them to us complete with a filled-out entry form. Let us know right away if you have misplaced your entry forms and we will send you another set.

Again this year it is our plan to have competent outside judges help the staff member in charge of each division judge each entry. Of course, it is this evaluation of your efforts that makes it worthwhile for you to take the time and trouble to select your entries and get them in to us.

You will understand that we have to set a fairly early deadline so that we will have enough time before Fall Conference to get all the entries judged and the other necessary arrangements made.

This Is Your Program...

We'd like to point out to you again that the only way you can get maximum benefit from this program is to send in your work for us to evaluate. This is not a contest in the sense that you all are competing against one another for the top positions. Rather, as we have said before, nobody loses by entering. Each entry that you make gives you a chance to have it judged against standards that we have set up for each class.

We hope that this process of evaluation, in which we have a chance to take a critical look at your work, will be helpful to you in getting the most from your communication efforts.

New Faces In Old Places...

Some changes are taking place in the editorial office, and we thought you would like to know about them.

Helen Fry has moved into the high-heeled shoes left vacant in August when Janice Woodard moved to Cornell as home management extension specialist. Helen will be serving the "news interests of women" from the press side of our operations and will be covering news beats in both agriculture and home economics.

On September 14 we will welcome Jo Ann Pierce and Barbara Mitchell to the staff. Jo Ann takes over the assistant editor's desk vacated by Dave Beckenholdt, who was lured to the editorial staff in Connecticut. She will cover agricultural economics and other subject-matter areas of agriculture until Harold Guither returns from his assignment in Jordan. Barbara will take Helen's place as secretary and administrative assistant in the office.

Carol Isberg has joined the art section of the office, replacing K. C. Jones, who is seeking his fortune in the commercial world as an artist for station WCIA, Champaign

And In New Places...

Our four colleagues from Jordan have arrived to take an intensive look at agricultural communications philosophy and methods. Jamil Yaffi, Shawki Barghouti, Nabil Hammuri and Zahi Saadi will be with us for six months before returning to Jordan to establish that country's first agricultural information office.

The group will audit two journalism courses, participate in daily seminars conducted by the editorial staff and work on special communication projects with take-home applications.

9/2/64

It Says Here



Ogle Uses Exhibit...

Ogle FA Hubert Fulkerson and AFA Don Nelson originally ordered the "50 Years of Service" loan exhibit for use at their county fair in September. Then they revised their order to keep the exhibit for nine weeks through November 1 so that they can display it for one week in each of the nine Ogle County banks.

They'll still be able to work the exhibit into the county fair as planned.

4-H Float Is Good PR...

A 4-H float has proved to be good public relations for Scott County Extension, according to FA George Myers. For the past two years the county 4-H Federation has entered a float in the Winchester Burgoo Day parade. And in both years this float has walked off with the first prize. So, in addition to getting 4-H before a lot of people (4,000 this year), the venture has proved profitable to the Federation.

This year's float carried a theme in keeping with the 50th anniversary of cooperative extension work, George reports. The float was built on a 16-foot truck that was completely decorated. The front carried the float theme of "50 Golden Years of Extension" in large gold letters on a black flannel background. Other colors used were white with green accents.

To carry out the idea of "4-H Shines for a Bright Future," Miss Scott County 4-H and her court rode in front of a large three-dimensional gold and yellow sunburst.

Is It Worth The Trouble?...

When the 4-H Federation decided last year to build a float for the parade, George questioned whether they could justify the time and money needed to build it. Last year's float took three evenings and one day of time compared with five evenings and most of two days for this year's float.

Now he feels that the results achieved with two first places and award money for the 4-H'ers plus the prestige of winning and the crowds that have been on hand to see the parades have justified the time and expense. Effectiveness of the float this year in promoting 4-H in the county was magnified because the Jacksonville Journal carried a large picture on its front page. This is certainly getting 4-H before the public.

Effective Home Study Course...

A county agricultural agent in North Carolina observed that his county farmers don't come running as they used to when he rang the school bell. So he started holding home study courses on farm record-keeping. He contacts a farmer who is willing to cooperate and who arranges a time and place and calls six or eight of his neighbors. Response, says the agent, has been excellent.

Maybe this might be a usable technique to reach some of the "unreachables."--
The Idea Distiller, North Carolina Newsletter.

9/10/64

It Says Here



Ordie's TV Schedule...

Safety specialist Ordie Hogsett is starting a fall series of TV appearances, both live and by videotape recording, in which he will appear on some of your local stations or those serving your counties. You might help to promote these appearances with items in your personal columns or by talking about them on personal visits or at meetings.

September 17--Dick Herm, WTVH-TV, Peoria, 12:30 p.m. live: corn pickers and slow-moving vehicles. Also, three videotapes for later broadcast.

September 21--Paul Bernard, KMOX-TV, St. Louis, three videotapes for later recording.

September 24--Jim Ray, WTHI-TV, Terre Haute, 12:15 p.m. live: corn pickers and combines. Two other tapes for later broadcast.

September 29--John Fuller, WQAD-TV, Moline, 12:30 p.m. live: corn pickers and combines. One tape for later broadcast.

September 30--Orion Samuelson, WGN-TV, Chicago, 7:00 a.m. live: corn picker safety. Two other tapes for later broadcast.

Visual Aids Express Ideas...

Visual aids, when used as supplements to a speech, not as substitutes, put your ideas across more vividly. When you use visuals, talk to the audience, not the aid. If you point across your visual material, you'll hide it from the audience. Don't talk about something not related to what you are illustrating.

--Communications Handbook, Visuals - 15.

More Planning, Fewer Crises...

If planning is to be effective--more than just a vague, falsely reassuring word--it must be considered precisely. And, of course, execution and follow-up must be built into the planning process. Some basic steps include:

1. Find Time To Plan.

Budget your time. Keep daily schedules to find out if you are wasting your time, and who or what else is wasting it.

Save time. Shift your regular planning period to an uninterrupted time; eliminate time-consuming details by delegating routine matters to subordinates.

Don't waste time by worrying about the future or fretting about the past.

2. Define Your Goal.

A tickler file to remind you of what's coming up can be invaluable in helping establish both short- and long-range goals.

Try to keep abreast of new ideas.

3. Organize Your Plan.

Estimate your manpower needs (hiring and training extra workers, for example).

Estimate your equipment needs.

Decide on timing and schedule.

4. Execute Your Plan.

Learn to improvise within the plan as it gets into gear; develop flexibility to make necessary changes.

Know how capable or limited your helpers may be in adapting to your plan and carrying it out.

Have a thorough technical knowledge of your own job, and keep up with new developments in your field.--Notes and Quotes.

9/16/64

It Says Here



Work on Referendum Materials...

Field services editor Bob Jarnagin spent two days in Jo Daviess County last week working with FA Hugh Ross and HA Carol Schaber on information plans for the county referendum coming up on election day, November 3.

The three extension workers met with a joint referendum committee of the county agricultural and home economics councils to plan the information approach and to assign specific jobs. Under the general chairmanship of Don Lawfer, Stockton, the joint committee will arrange details and see that the overall action plan is carried out.

Unit Lessons on Referendum...

One good idea that the home economics council decided upon was to have information about the referendum as the theme for the October unit lessons in the 23 county home economics extension associations. With more than 1,800 members in the county, many of them nonfarm, forming a fully informed group, the women expect to blanket the county with facts about the referendum. They will all have fact sheets and copies of a special brochure that gives answers to some of the common questions people will be asking about the ballot.

The women will also work with their husbands to help spread the information as far as possible. They will appear as members of the speakers' bureau whenever called upon, and they plan to share the load of writing letters to the editors in support of the county extension program. They will also help to organize township information committees to break down the jobs as far as possible.

Township Calling Committees...

Meanwhile the county agricultural committee members will be organizing the township calling committees, the speakers' bureau, and the county 4-H Federation to enlist the help of 4-H boys and girls in the information campaign.

Luncheon for Editors...

On Thursday noon, editors from three of the county's weekly newspapers were guests of the joint councils at an information luncheon. Chairman Lawfer and other members of the joint committee went over the information campaign plans with the editors and told them how important it was for the county to have their cooperation in the next two months.

Time is short and the committee realized that many uninformed people in the county would have to be told about the work of Cooperative Extension before they would vote favorably in the referendum in November. It looks as if a big information program needs to be done, but the enthusiasm and cooperation of the joint committee indicate that the job will get done. Local people will carry the ball, with the advisers being just that and no more.

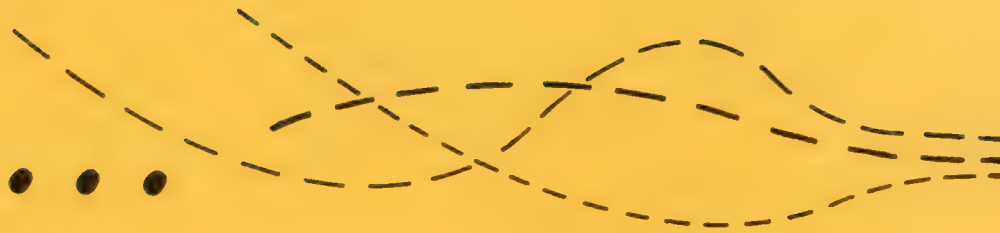
16th Farm-Fair Edition...

A full page of pictures of the recent Brownstown Field Day introduces Section 4 of the 16th annual farm-fair edition of the Effingham Daily News. This section contains 16 pages of farm pictures and stories, along with much farm-related advertising. Effingham FA Clint Cutright and Fayette FA J. B. Turner are much in evidence in the pictures as they perform their functions as extension educators.

9-23-64

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It Says Here



Dozen Marionites in Extension...

Cooperative Extension got a big "play" in a recent issue of the Salem Times-Commoner when the paper printed nearly a full-page story with pictures about the 12 native sons and daughters who are now extension employees. We don't know whether Marion FA Les Rogers took all of the pictures, but we suspect that he and HA Marie Brite had a large hand in getting the information together and the story printed.

The picture-story took advantage of its natural attractiveness to readers to give them one paragraph of educational information about the work of the Extension Service in Marion County.

Marion County natives who are now in the employ of Extension include Warren Bundy, Clark FA; Earl Lutz, Gallatin FA; Don McLaughlin, Marshall-Putnam FA; Dale Hicks, Coles AFA; Mike Sager, Woodford FA; Russell Meridith, Cass FA; *Arline Harrell, LaSalle AHA; Shirley Whitchurch, Franklin HA; Patricia Rotz, Champaign, AFA; Janice Bookout Curtis, Wabash HA; K. Virginia Seidel, home furnishings specialist, U. of I.; and Mary Lou Meyer, Clark HA.

Cope's Comments...

Word on the grapevine is that readers of the Rushville Times weekly newspaper have developed a real and abiding following for Schuyler FA J. E. Coplan's personal column, "Cope's Comments." Editor Ed Dyson reports that Cope's "colyum" has about the highest readership of any part of the paper.

One reason for this success is Cope's attention to good extension educational information for his county people. Another is his talent for including timely, interesting and important "philosophies" about the good life to be found in American agriculture and free enterprise.

Evaluate What You Read...

If you do not evaluate what you read, you are not reading as effectively as you might. Evaluation is the process of exercising judgment. It involves questioning yourself, the author and the material.

About Yourself. What are your feelings about the subject, the author, or the group he represents? You don't have to change these feelings or give up your convictions, but you do need to take them into account when you judge a piece of writing. You may want to consult other sources if you are not familiar with the subject or the author.

About the Author. Is the author qualified in his field? Far too often we allow a person's eminence in one field to qualify him in some other area. Has he or the group he represents an axe to grind? Why is he writing this? His purpose may be to give information, to sell something, or to try to change the reader's opinion. Content, style and tone of the writing will often reveal the author's real purpose.

About the Material. What does it mean? To say the style is poor because you do not understand it is valid, but to judge the value of the content on the same grounds is invalid.

Is the material fact or opinion? What do recognized authorities say about it? Their opinions don't have to change yours, but they may help you form your own. Is this piece of writing in any way misleading? Is it just partly true? One type of half-truth contains just enough truth to take root in our heads. Another type is concerned with implications: everything that is said is true, but the implication is misleading.--Notes and Quotes.

It Says Here



More People, Fewer Entries...

The Extension Communications Awards Program has attracted more people this year than last, but there are fewer entries. We have received 155 entries from 65 individuals in 41 different counties, as compared with 169 entries from 55 individuals in 36 counties last year.

Members of the Extension Editorial Office staff are busy now getting the entries judged, with help from outside experts for the critique that will make each entry worth while. Final announcement of the awards will be made during the Fall Extension Conference in two weeks.

We congratulate all of you who have taken the time and trouble to make up and send in entries in this year's awards program. We will do our best to make the effort valuable to you through constructive criticism. Remember, we are happy to discuss your communication problems with you at any other time too.

Promote 4-H in Crawford...

Crawford FA Boyd Lahr sends us an eight-page section of the Robinson Daily News commemorating National 4-H Club Week. The front page features an eight-column banner headline, a reproduction of President Johnson's message to 4-H Club members, a story by Boyd about 4-H activities in the county, a list of club leaders and a picture of two leaders and their charter for a new club.

Inside pages of the section contain many other large pictures of Crawford 4-H boys and girls in their various projects and activities, and stories about county 4-H. The newspaper makes this section pay for itself with lots of advertising that uses 4-H mats for illustration.

The Discipline of Language...

"There is magic in words properly used, and to give them this magic is the purpose of discipline of language.

"Some intelligent people have been lured into thinking that a concern for words is out of date. Others allow themselves to believe that to speak and write sloppily is somehow an emblem of the avant garde.

"The truth is that in no other time in history has it been so important to use the right words in the right place in the right way to convey what we have in our minds. We need the proper use of language to impose form and character upon elements in life which have it in them to be rebellious and intractable.

"Glance at our environment shows that our high standard of living, brought about by our mastery of science and technology, is menaced by the faulty use of signals between men, between ideologies and between nations. By misinterpreting signals (which is all that words are), we create disorder in human affairs.

"Communication of ideas is an important human activity. When we invented writing, we laid the foundation stone of civilization. Words underlie our whole life, are the signs of our humanity, the tools of our business, the expressions of our affections, and the records of our progress. As Susan Langer says in Philosophy in a New Key, 'Between the clearest animal call of love or warning or anger, and a man's least, trivial word, there lies a whole day of creation--or, in modern phrase, a whole chapter of evolution.'--The Idea Distiller, North Carolina Editorial News Letter.

10/8/64

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THE HISTORY OF THE

REIGN OF

It is a well known fact that the history of the reign of the Emperor is a subject of great interest to the people of the Empire.

The history of the reign of the Emperor is a subject of great interest to the people of the Empire. It is a subject which has been the subject of much discussion and debate.

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It Says Here



4-H Salute In Clay County...

Clay HA Barbara Gray sends us a copy of the Flora Daily News-Record with a special section on 4-H Club Week in Clay County. First page of the six-page section is a full-page ad sponsored by the First National Bank of Flora, with nearly the whole page taken up by a picture of a farm boy on a tractor. "Our congratulations and good wishes to the 4-H boys and girls--our farm leaders of tomorrow--and their sponsors and adult leaders who do such a fine job here in Clay County," says the caption under the picture.

The rest of the section is supported by tie-in 4-H advertising using many of the special mats that are available. Another feature of the special recognition that the newspaper gives the county 4-H program is a complete directory of the Clay County 4-H organization, including all club members and adult leaders, committee members and advisory groups, junior leaders, show superintendents and other local leaders printed under an eight-column banner head on the front page. The whole effort is another outstanding example of local newspaper support of a county 4-H program.

Duke Will Show 'em...

Extension recreation specialist "Duke" Regnier, currently on assignment in India, has asked for information on overhead projectors and battery-operated slide projectors. He is planning an up-to-date information campaign among Indian farmers and wants some special advice on visualizing his program.

Duke also reports that the recent monsoons were the heaviest in years. That must be where all our summer moisture landed.

10-14-64

Sales Promotion For Extension...

Although we're educators, we can be impressed with how closely the "Six Keys to Successful Sales Promotion" in Advertising and Sales Promotion apply in our work.

1. Communication. Real communication is achieved only when the person you are talking to responds.

2. Selling action. Examine every effort to see if it contributes to this end. (Substitute learning for selling, and this objective applies to us.)

3. Participation. The success of any promotion depends on understanding, interest and acceptance of the plan by associates and others involved.

4. Dynamism. Markets, people and products are changing constantly. Be prepared to break or discard old ideas.

5. Professionalism. The true professional has a dedication to quality and integrity in his work. He is also eager to measure results, to obtain indications of the effectiveness of a program and his performance.

6. The proper place in the big picture. Sales promotion is only a part of the whole and only one element involved in moving goods. -- Minnesota Information Letter.

Put Publications "On The Spot"...

We all know what extension publications are available, but too often the public does not! One effective solution is to put the publications where more people can see them. Communications Handbook unit, Exhibits 4, shows five different, inexpensive, easy-to-make displays for publications.

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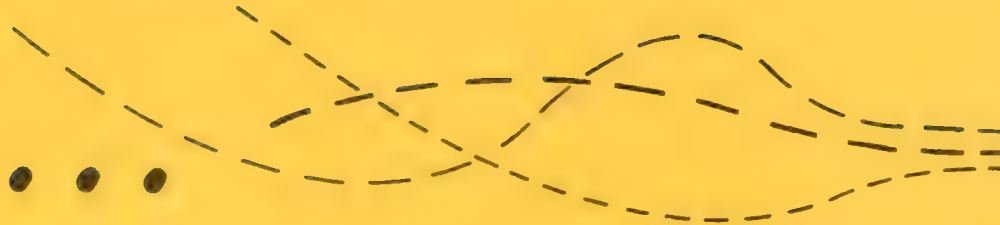
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155 Entries in Awards Program...

Compilation of results in the 1964 Extension Communications Awards program shows more individuals from more counties entered than last year, but fewer entries. Comparable figures for the two years show 65 individuals from 41 counties submitting 155 entries this year, and 58 individuals from 37 counties making 172 entries last year.

In the meantime, quality of entries seems to be going up if the number of achievement certificate awards is any criterion. Top-award certificates for meeting the highest standards of performance in each of the 13 classes were awarded to 36 individuals this year, compared with 28 individuals last year and only 13 the year before. You'll get a complete summary report in your packet next week.

How Do You Like It?...

Members of the information committee of the Illinois State Association of Farm Advisers are co-sponsors of the Communications Awards program with the Editorial Office. They are your liaison with the program and will assess the results during the coming year. If you have any comments to make concerning the conduct of the program or the rules and regulations, please get in touch with your district member of the committee and relay your request to him. We plan to reassess the program at next spring's meeting of the committee with the Editorial Office staff.

It seems appropriate to repeat here that the main purpose of the Communications Awards program is to give you more help with your county information efforts.

10-21-64

Two More 4-H Editions...

A special edition of the Winchester Times the first week in October headed its second section with a full-page banner headline of congratulations to 4-H Club members and leaders on National 4-H Club Week. Copy was furnished by Scott FA George Myers and Morgan-Scott AHA Carolyn Calvert.

A three-column picture of the county 4-H Federation is centered on the first page along with a story by the two advisers on how to join a 4-H Club, a story about 4-H Club work, and the role of the Federation. Several other stories and pictures are featured in the edition. All advertising is tied in with 4-H Club Week and well illustrated with 4-H mats. The whole effect is a most attractive layout that should attract much attention to county 4-H Clubs.

George Swallow, Lee AFA, sent us a copy of the Dixon Evening Telegraph with a special green heading at the top of the front page announcing the special 4-H Week edition and a 4-H clover emblem in each upper corner. One outstanding feature of this edition is that most of the stories were written by county 4-H members and carry their by-lines. Also featured are many pictures of county 4-H events and people, with tie-in advertising carrying the financial load.

A picture of the Lee County 4-H Center is featured on the front page along with a story on parents' view of 4-H by a farm couple and a history of 50 years of Cooperative Extension by Lee FA Jim Somers. The editor's column features items about early 4-H Club work, and the entire back page is filled with an ad saluting 4-H, sponsored by more than 60 friends of 4-H.

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1. The Commission is to be composed of five members, three of whom shall be appointed by the President and two by the Senate.

It Says Here



"Open Mike" Radio Technique...

County Agent Glenn Ellenberger in Lehigh County, Pennsylvania, reaches a wide audience by answering their questions on the "Open Mike" program over Radio Station WKAP in Allentown. It's rapid-fire radio with questions ranging from yellow jacket control to fertilizing trees; from killing crabgrass to box elder beetles; and many other lawn and garden questions.

During the daily 11 p.m. to midnight show, Ellenberger is at home. His phone is connected with the station, which in turn connects him and the listening audience with anyone who calls in with a question.

That may seem like an ungodly hour to do an extension program, but Ellenberger reports that the response is good and that there never has been a shortage of questions. -- Federal Extension Editor's Newsletter.

Hogsett on TV Night Show...

Extension safety specialist Ordie Hogsett has already tried out this "night call" technique over WCIA, Channel 3, Champaign. Appearing on "Night Call" with MC Paul Davis from 11:30 p.m. Sunday until 1:00 a.m. Monday, Ordie reports that he could have stayed until 2:00 or 3:00 in the morning answering questions if the station had kept its transmitter on that long.

We have been surprised, as no doubt you are too, at the popularity of these late-night radio and TV open mike shows. One reason may be that the third-shift workers are just getting home and are ready to spend some time relaxing before hitting the sack. Another may be that most other entertainment is off the air, allowing concentration on this type of program without interruption.

About 50th Anniversary Film...

Several advisers have asked us whether the 50th Anniversary film-slide production shown at the fall conference banquet would be available for county use.

The answer is "probably, but not in its present form." Plans call for making a careful critique of the present version, editing some of the sequences and adding some new footage.

It may be late December or early January before prints are available for your use in the counties. We will let you know when they are ready.

Special Crawford 4-H Edition...

Crawford FA Boyd Lahr sends us a copy of the second section of a recent issue of the Robinson Daily News in which all 8 pages are devoted to stories about the county 4-H program, with supporting 4-H advertising. The special edition was put together in support of National 4-H Club Week.

Heading the edition was an 8-column banner head with a facsimile of the President's message in the center of the page. Boyd had a by-lined story as the lead and another story listing the county's volunteer club leaders as a feature. Many large pictures of county club and member activities were printed on the inside pages, along with supporting feature stories. The illustrated advertising paid for the section and added further 4-H interest to the paper.

Words That Worry...

These Kind. Say these kinds or this kind. These is plural, kind is singular. Make them agree in number--either both plural or both singular. -- Minnesota Editors Letter.

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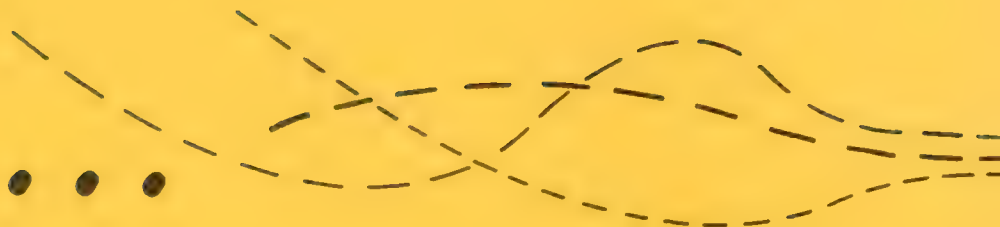
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Survey in Livingston...

From Livingston FA Paul T. Wilson comes a summary report of the informational survey he took among 1,000 of his county farmers last spring. Paul and his agricultural council were looking for ideas from the farmers to help them plan better for the 1965 county extension program.

By tabulation time in June, nearly one-fourth of the survey forms had been returned. More have been slowly coming in since then, but they were not used in the tabulation. A self-addressed, franked envelope was enclosed with each survey form for its return.

Paul believes that his questionnaire can be improved on the basis of this experience, and in some cases he didn't get too much information. But the council believes that the information he did get was helpful and worth the time and expense required to make the study.

Too Many Pages...

One constructive criticism of the survey form might be that it tried to cover the waterfront and as a result was too long--nine pages. It might be better to identify audiences more clearly and send special-interest questions to particular groups. For example, send questions about hog production only to hog growers, and so forth. Paul tried to follow this plan, but the results were not too successful.

Another way to increase return percentages might be to limit the number of questions to only the burning few that need answering right away and save the others for another time. This plan would require taking surveys more often. But if the county farmers understood the importance of their answers, they might not resent giving their opinions often.

11/5/64

Subject-Matter Areas...

Paul's questionnaire asked specific questions in the subject-matter areas of agricultural engineering, forestry, soils and crops, swine, beef, soil and water conservation, wind erosion, soil erosion, dairy, sheep, poultry, agricultural economics, and community and public affairs.

In addition, he included some general questions about the farming operations of the respondents. He asked where the farmers got most of their gross farm income, how many head of livestock they raised, and what meetings they attended.

Paul found out that most Livingston county farmers take more than one farm magazine and at least one daily newspaper. They also listen to the radio, and about half of them read a weekly newspaper.

Good Ideas From Les...

Marion FA Les Rogers uses a printed scratch pad sheet to jot down suggestions for his farmers when they ask him questions or when he wants to make a suggestion. AFA Ron Cornwell's name also is printed on the sheet, so it is just as useful to him too.

Les reports that he and Ron like this idea, as it ties them in with the University of Illinois through use of the extension symbol, gives suggestions and not recommendations, and has the office telephone number and address. Farmers also like it, as they can fold the sheet and carry it in their pockets for later use. Many bring their sheets back to the office several months later for any up-to-the-minute changes, he says.

Les also has a rubber stamp with his name and address on it. No bulletin or circular leaves his office without this stamp on it. He credits many return calls to this handy information.

THE NEW YORK TIMES

THE NEW YORK TIMES

The following is a list of the names of the persons who have been appointed to the various positions in the New York City Police Department, as announced by the Police Commissioner, John E. Davis, on the 10th inst.

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Is It Worthwhile?...

We are wondering whether it is worth all the time it takes to shoot the group pictures for county papers at the County Council Chairmen's Conference. Are there alternatives to this process?

For instance, would it be better for you to shoot a similar picture back home either before or after the conference? Then you wouldn't have to spend so much time waiting in line after you and your chairmen arrive in Urbana and complete registration. There are many more interesting and important things to do: touring the campus, for example, or simply visiting with people. This year we took 206 pictures for 73 different counties.

We would appreciate hearing your views on this matter so that we can decide whether to continue this aspect of the conference next year.

Chicago Tape Series...

Five members of the Chicago Extension Office made four-minute tapes during Fall Conference for broadcast on the "University Reports" program over Radio Station WILL, 580 kilocycles. You who are within receiving distance of WILL may wish to listen. The program is broadcast every day at 11:55 a.m.

It will already be too late, by the time you get this schedule, to hear the first two programs, but we hope you will listen to the rest. Here's the schedule:

Thursday, Nov. 12 -- Carl Mees
Friday, Nov. 13 -- Lawrence Biever
Friday, Nov. 20 -- Helen Sorensen
Wednesday, Nov. 25 -- Dick DeLano
Sometime in December, not yet scheduled -- Bill Lomasney

These tapes describe, in the words of those who are responsible, each of the programs now going on in the city.

Seeing Is Believing...

DeKalb FA Al Golden, in his personal column last week, reported briefly to his constituents on his recent European trip. Al says he really had his eyes opened to a variety of things on his first trip abroad. These countries are no longer faraway places, he says. They do exist, the people are real, and every one of eight countries he visited is trying to better the living standards of its people.

Tradespeople and buyers in these countries were extremely interested in the Illinois farm products that the team took with them for showing. Many buyers saw an opportunity for profit from handling various items. Quality and quantity are what we have to offer.

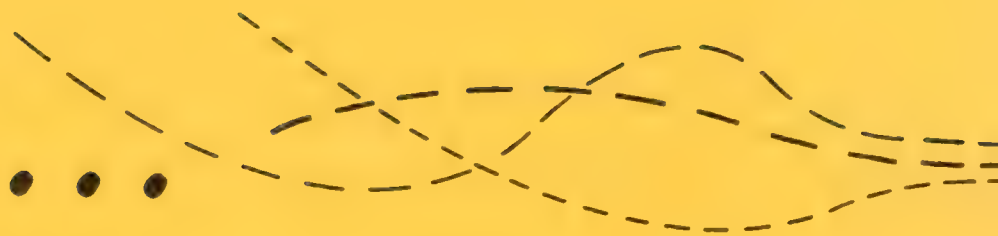
While Al couldn't begin to tell the whole story in one column, he concludes that modern communications and technology are upsetting the traditional ways of agriculture, and innovators are taking advantage of opportunities to upgrade their standard of living. Buyers on the other end of the line are intelligent, and they are going to buy where they can get regular quantity and quality at the lowest price. Prospects look good for Illinois and the United States so far as marketing abroad is concerned.

The County Agent Series...

We reported to you last November that Jackie Cooper was shooting a pilot show in a TV series about the county agent and his work. You can scratch that one, according to the Federal Extension Information Letter. Script writer Merle Miller learned while working on the second script that the project had been abandoned. He reports his trials and tribulations in a 350-page book that is being carried in TV Guide magazine.

11/12/64

It Says Here



More Good PR...

When John Woods and Glen Broom of our office were on their recent three-day shooting schedule for the 50th anniversary film that you saw at Fall Conference and Council Chairmen's Conference, they shot some pictures of the interviews with the county folks on their own cameras. After they had a chance to develop the pictures, they sent prints to the advisers involved. The result has been some excellent local promotion of the film and the part that the home county people played in it.

For example, Bond FA Ralph Broom took advantage of his opportunity to write an extra-long personal column about the film and worked in a story of the development of cooperative extension work in his county, illustrated with three of the pictures. Montgomery FA Don Kuhlman and HA Shirley Jones used the pictures in their local papers. Madison FA Truman May appeared on a 2 1/2-minute film clip interview with a local farmer that was broadcast over KMOX-TV, St. Louis.

The lesson to be learned from all this, it seems to us, is that you probably have many other opportunities during a year to take pictures of visiting specialists or others with your local farmers and members of their families that would make excellent promotion pieces about your activities and your county extension program. We have much to talk about if we will take advantage of the chances we get to talk.

Quotable Quotes...

It is not sufficiently considered that men require more often to be reminded than to be informed. -- Dr. Johnson.

About Regular News Services...

Judges of the regular county news services to local newspapers in the recent Extension Communications Awards program

thought that the strong points of the top entries included timeliness, newsworthiness and good use of local names and places. They also thought that coverage was broad and material was well organized in the best entries, that the use of pictures was good in some cases, that the best copy was clean and well identified and that stories were clearly separated.

The judges thought that too many of the press service entries had flat leads and showed a general lack of sparkle and punch. Writers overused the passive voice and relied too much on canned material. Other faults they found included wordiness, awkward sentence construction, obscure meaning, bad presentation, typographical errors, spelling mistakes and copy that was hard to read.

So What?...

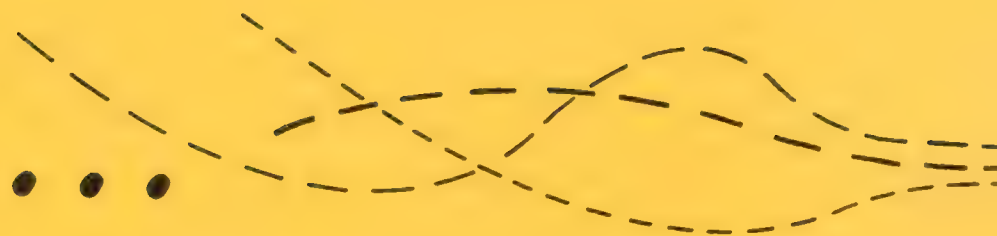
During the next few weeks, we will go through the judges' criticisms of the awards program entries in an effort to call your special attention to them. You will find the complete summary in the awards booklet that we sent each of you after the conference.

The point is that none of you will learn anything new from the program unless you take time to review the comments and ponder over them. You might ask: What does this mean to me, and is there anything here that will help me do a better job?

We are most anxious to help. If any of the terms the judges have used appear meaningless, or if you have trouble identifying your own problems, send us samples and we will be specific about your own efforts.

11/18/64

It Says Here



Instant Information...

Responding to 150 telephone calls a day would really keep one person hopping. However, members of the Cooperative Extension office staff in Montgomery County, Pennsylvania, handle this number with the greatest of ease. They do it with a telephone repeater.

Every day they record a 60-second timely tip, usually about gardening, in the device. They use two phones on different exchanges, which permit toll-free calls from about half the county.

This service, running from early spring until the end of September, has completed four successful years. This past spring nearly 10,000 printed cards were sent to residents, telling about the service and giving them the phone numbers to call, in an effort to get more people to use the service. The county staff also posted notices in garden centers and hardware stores. This effort increased the calls from 50 to 150 a day.

The staff also used radio and newspapers to promote the service, in addition to direct mail.

Contact Telephone Company...

Penn State radio-TV editor Cordell Hatch suggests that those who are interested in more information about automatic telephone message repeaters should get in touch with their local telephone offices. The technique for recording the one-minute messages is much like making a one-minute radio spot.

Each message should concern only one topic. Write the script in advance, and give the message in a friendly, conversational tone. -- Federal Extension Editors Newsletter.

Daffy Definitions...

IT IS IN THE PROCESS - So wrapped up in red tape that it is almost hopeless.

WE WILL LOOK INTO IT - By the time the wheel makes a complete turn, we hope that you will have forgotten all about it.

A PROGRAM - Any assignment that cannot be completed by one telephone call.

EXPEDITE - To confound confusion with commotion.

CONSULTANT - Any guy more than 50 miles from home equipped with a briefcase.

UNDER CONSIDERATION - Never heard of it.

UNDER ACTIVE CONSIDERATION - We are looking in the files for it.

RELIABLE SOURCE - The guy you just met.

INFORMED SOURCE - The guy who told the guy you just met.

WE ARE MAKING A SURVEY - We need more time to think of an answer.

GIVE US THE BENEFIT OF YOUR PRESENT THINKING - We'll listen to what you have to say as long as it doesn't interfere with what we have already decided.

STATISTICIAN - One who draws a mathematically precise line from an unwarranted assumption to a foregone conclusion.

COMMITTEE - A group of the unfit, appointed by the unwilling, to do the unnecessary.

11/25/64

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ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED
DATE 08-21-2001 BY 60322 UCBAW

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Journal of Management Education 30(6)p. 789-806

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1. The first step is to identify the problem or goal. This involves understanding the current situation and what needs to be achieved.

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1944-1945, 1946-1947, 1948-1949, 1950-1951, 1952-1953, 1954-1955, 1956-1957, 1958-1959, 1960-1961, 1962-1963, 1964-1965, 1966-1967, 1968-1969, 1970-1971, 1972-1973, 1974-1975, 1976-1977, 1978-1979, 1980-1981, 1982-1983, 1984-1985, 1986-1987, 1988-1989, 1990-1991, 1992-1993, 1994-1995, 1996-1997, 1998-1999, 2000-2001, 2002-2003, 2004-2005, 2006-2007, 2008-2009, 2010-2011, 2012-2013, 2014-2015, 2016-2017, 2018-2019, 2020-2021, 2022-2023, 2024-2025, 2026-2027, 2028-2029, 2030-2031, 2032-2033, 2034-2035, 2036-2037, 2038-2039, 2040-2041, 2042-2043, 2044-2045, 2046-2047, 2048-2049, 2050-2051, 2052-2053, 2054-2055, 2056-2057, 2058-2059, 2060-2061, 2062-2063, 2064-2065, 2066-2067, 2068-2069, 2070-2071, 2072-2073, 2074-2075, 2076-2077, 2078-2079, 2080-2081, 2082-2083, 2084-2085, 2086-2087, 2088-2089, 2090-2091, 2092-2093, 2094-2095, 2096-2097, 2098-2099, 2100-2101, 2102-2103, 2104-2105, 2106-2107, 2108-2109, 2110-2111, 2112-2113, 2114-2115, 2116-2117, 2118-2119, 2120-2121, 2122-2123, 2124-2125, 2126-2127, 2128-2129, 2130-2131, 2132-2133, 2134-2135, 2136-2137, 2138-2139, 2140-2141, 2142-2143, 2144-2145, 2146-2147, 2148-2149, 2150-2151, 2152-2153, 2154-2155, 2156-2157, 2158-2159, 2160-2161, 2162-2163, 2164-2165, 2166-2167, 2168-2169, 2170-2171, 2172-2173, 2174-2175, 2176-2177, 2178-2179, 2180-2181, 2182-2183, 2184-2185, 2186-2187, 2188-2189, 2190-2191, 2192-2193, 2194-2195, 2196-2197, 2198-2199, 2200-2201, 2202-2203, 2204-2205, 2206-2207, 2208-2209, 2210-2211, 2212-2213, 2214-2215, 2216-2217, 2218-2219, 2220-2221, 2222-2223, 2224-2225, 2226-2227, 2228-2229, 2230-2231, 2232-2233, 2234-2235, 2236-2237, 2238-2239, 2240-2241, 2242-2243, 2244-2245, 2246-2247, 2248-2249, 2250-2251, 2252-2253, 2254-2255, 2256-2257, 2258-2259, 2260-2261, 2262-2263, 2264-2265, 2266-2267, 2268-2269, 2270-2271, 2272-2273, 2274-2275, 2276-2277, 2278-2279, 2280-2281, 2282-2283, 2284-2285, 2286-2287, 2288-2289, 2290-2291, 2292-2293, 2294-2295, 2296-2297, 2298-2299, 2300-2301, 2302-2303, 2304-2305, 2306-2307, 2308-2309, 2310-2311, 2312-2313, 2314-2315, 2316-2317, 2318-2319, 2320-2321, 2322-2323, 2324-2325, 2326-2327, 2328-2329, 2330-2331, 2332-2333, 2334-2335, 2336-2337, 2338-2339, 2340-2341, 2342-2343, 2344-2345, 2346-2347, 2348-2349, 2350-2351, 2352-2353, 2354-2355, 2356-2357, 2358-2359, 2360-2361, 2362-2363, 2364-2365, 2366-2367, 2368-2369, 2370-2371, 2372-2373, 2374-2375, 2376-2377, 2378-2379, 2380-2381, 2382-2383, 2384-2385, 2386-2387, 2388-2389, 2390-2391, 2392-2393, 2394-2395, 2396-2397, 2398-2399, 2400-2401, 2402-2403, 2404-2405, 2406-2407, 2408-2409, 2410-2411, 2412-2413, 2414-2415, 2416-2417, 2418-2419, 2420-2421, 2422-2423, 2424-2425, 2426-2427, 2428-2429, 2430-2431, 2432-2433, 2434-2435, 2436-2437, 2438-2439, 2440-2441, 2442-2443, 2444-2445, 2446-2447, 2448-2449, 2450-2451, 2452-2453, 2454-2455, 2456-2457, 2458-2459, 2460-2461, 2462-2463, 2464-2465, 2466-2467, 2468-2469, 2470-2471, 2472-2473, 2474-2475, 2476-2477, 2478-2479, 2480-2481, 2482-2483, 2484-2485, 2486-2487, 2488-2489, 2490-2491, 2492-2493, 2494-2495, 2496-2497, 2498-2499, 2500-2501, 2502-2503, 2504-2505, 2506-2507, 2508-2509, 2510-2511, 2512-2513, 2514-2515, 2516-2517, 2518-2519, 2520-2521, 2522-2523, 2524-2525, 2526-2527, 2528-2529, 2530-2531, 2532-2533, 2534-2535, 2536-2537, 2538-2539, 2540-2541, 2542-2543, 2544-2545, 2546-2547, 2548-2549, 2550-2551, 2552-2553, 2554-2555, 2556-2557, 2558-2559, 2560-2561, 2562-2563, 2564-2565, 2566-2567, 2568-2569, 2570-2571, 2572-2573, 2574-2575, 2576-2577, 2578-2579, 2580-2581, 2582-2583, 2584-2585, 2586-2587, 2588-2589, 2590-2591, 2592-2593, 2594-2595, 2596-2597, 2598-2599, 2600-2601, 2602-2603, 2604-2605, 2606-2607, 2608-2609, 2610-2611, 2612-2613, 2614-2615, 2616-2617, 2618-2619, 2620-2621, 2622-2623, 2624-2625, 2626-2627, 2628-2629, 2630-2631, 2632-2633, 2634-2635, 2636-2637, 2638-2639, 2640-2641, 2642-2643, 2644-2645, 2646-2647, 2648-2649, 2650-2651, 2652-2653, 2654-2655, 2656-2657, 2658-2659, 2660-2661, 2662-2663, 2664-2665, 2666-2667, 2668-2669, 2670-2671, 2672-2673, 2674-2675, 2676-2677, 2678-2679, 2680-2681, 2682-2683, 2684-2685, 2686-2687, 26

(continued)

The above information was obtained from a review of the files of the Department of the Interior, Bureau of Land Management, and the Bureau of Reclamation, and is being furnished to you for your information.

THE JOURNAL OF THE
ROYAL ANTHROPOLOGICAL INSTITUTE
OF GREAT BRITAIN AND IRELAND
VOLUME 100 PART 1 2000
PUBLISHED BY THE BRITISH ANTHROPOLOGICAL SOCIETY

It Says Here



Boyd Writes About Conference...

Crawford FA Boyd Lahr devoted one recent column to a report of the Extension Council Chairmen's Conference at Urbana. He did a thorough job of digesting the "meat" of the program for the benefit of his readers.

In addition, he took advantage of his opportunity to insert a paragraph of information about the Oblong Experiment Field and Crawford County agriculture. In this way he neatly tied in the information he brought away from the conference with the local agricultural situation and made it more meaningful for his local farmers.

Provide a Lectern...

Assistant director W. D. Murphy calls the attention of farm and home advisers to the importance of providing a lectern for use of speakers when they appear in the counties. It is a simple thing to do, but it is easy to overlook this real courtesy to your guest speakers.

Most speakers use notes or a text. Without a lectern, they are disadvantaged. Place one at their disposal before they have to ask you for one.

Let Your Guest Talk...

When you have a guest on your radio program, don't ask him too many questions. Instead, encourage him to talk. Use questions or comments only to draw him out or to clarify a point. After all, he is the one who has the message of interest to the listeners. Too many questions and questions that are not purposeful will discourage listeners as well as your guest. -- Radio No. 4, Communications Handbook.

How to Keep a Secretary...

A good secretary is a real asset in any office. You can help yours to become more efficient if you'll follow these 10 tips:

1. Speak slowly and distinctly when dictating.
 2. Organize your material before calling your secretary in for dictation.
 3. Write notes that your secretary can read and understand.
 4. Have a uniform business schedule and follow it.
 5. Keep appointments she makes at your request.
 6. When you leave the office for any length of time, tell her where you are going and how to reach you.
 7. Praise her for work well done.
 8. Do a few of the nuisance jobs yourself.
 9. Take the blame for your own mistakes.
 10. Back up her authority.
- New Mexico Information Letter

Word Corner: Between You and Me...

Avoid saying or writing: between you and I, or for you and I.

Between and for are prepositions that require the use of the objective form of the pronoun: me. So it's between you and me, for you and me. -- Minnesota Information Letter.

12-2-64

Journal of Management Studies, 20(6), 799-812.

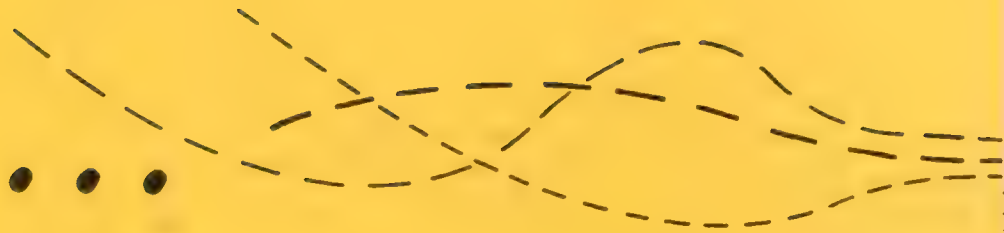
Journal of Management Studies, 19(6), 701-718.

and approved and signed by the
President of the United States
and the Secretary of the
Department of the Interior
and the Secretary of the
Department of the Army
and the Secretary of the
Department of the Navy
and the Secretary of the
Department of the Air Force
and the Secretary of the
Department of the Coast Guard
and the Secretary of the
Department of the Marine Corps
and the Secretary of the
Department of the Army
and the Secretary of the
Department of the Navy
and the Secretary of the
Department of the Air Force
and the Secretary of the
Department of the Coast Guard
and the Secretary of the
Department of the Marine Corps

1. The first element of the investigation is the identification of the subject of the investigation. This is done by the investigator who is assigned to the case. The investigator will then attempt to determine the identity of the subject and the nature of the investigation. This is done by the investigator who is assigned to the case. The investigator will then attempt to determine the identity of the subject and the nature of the investigation.

1. *Phragmites australis* (Cav.) Trin. ex Steud.

It Says Here



Are You Listening?...

Good listening is an art that can be learned with a little concentration and practice. Good listeners are popular, and they often learn a good deal too. If you have fallen into bad listening habits, here are some suggestions for overcoming them.

The Half-Listener...

Most of us think about four times faster than the average person talks. What do you do with your extra time while someone is speaking to you? The good listener avoids mental side trips by (1) anticipating what the speaker is going to say, (2) mentally summarizing what he has said, and (3) weighing his evidence to see if it is complete.

The Fact-Gathering Listener...

Do you listen for facts rather than ideas? If you try to memorize only facts, you may find yourself bogged down. Look for relationships of the speaker's words to his central idea. One useful idea is better than a series of unrelated memorized facts.

The Emotionally Deaf Listener...

Do certain words, phrases, or ideas so prejudice you toward the speaker that you can't listen objectively to what he says? Many of us "turn a deaf ear" to things that upset us emotionally. For better listening, shorten the list of things that "make you see red."

The Supersensitive Listener...

Are you always getting your mental toes trod upon? You may have trouble listening to a speaker who opposes some of your deep-seated opinions or prejudices. Be fair. Hear him out, even if it takes all of your self-control. Then, when he has finished, give your rebuttal or ask him questions that will reveal why he thinks as he does.

The Lazy Listener...

If you believe that it would take too much time and effort to understand something, do you avoid listening to it? Lazy mental habits, like lazy physical habits, are harder to overcome the longer we cling to them. Listen to discussions that require effort to understand. You'll soon find it easier to concentrate--and you'll probably enjoy it.

The Uninterested Listener...

Do you dismiss a subject as uninteresting without giving the speaker a chance to explain it to you? Do you close your mind to his words and go wandering to more fascinating fields? Why not be selfish and explore his mind for items to add to your own store? Even the dullest speaker may turn up a gem for your collection.

The Glassy-Eyed Listener...

Do you pretend a rapt attention when you aren't listening to a word? This form of dishonesty doesn't fool anyone but yourself. Good listening requires an awareness that communicates itself to the speaker.

The Distracted Listener...

When someone is speaking to you, do you let outside sights and sounds draw your attention away from him? A good listener fights these distractions.

The Note-Taking Listener...

Do you try to write down everything a speaker says? If you have this habit, drop that pencil. Make notes of any important items you want to remember, but listen closely and write down only the main points.

If you don't fit into any of these categories, you are a good listener and people are probably fighting for your company. HAPPY LISTENING! -- California Extension Newsletter, from NPAC material.

12/9/64

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1. *Phragmites australis* (Cav.) Trin. ex Steud.

It Says Here ...

Christmas Greetings!

FROM EXTENSION EDITORS

Heath Head
Evo Jamagin

John Pierce

Dean Noshel

Helen Joy
Jeffrey W.

Wolven Webb

Carol Isberg

Mia Moore Low Ann Baugher

Barcl Mitchell

John H. Behrens

W. Stephen

John F. Wood

Jack Everly

Jefferson

Pat Tomczyk

Glen M. Broom

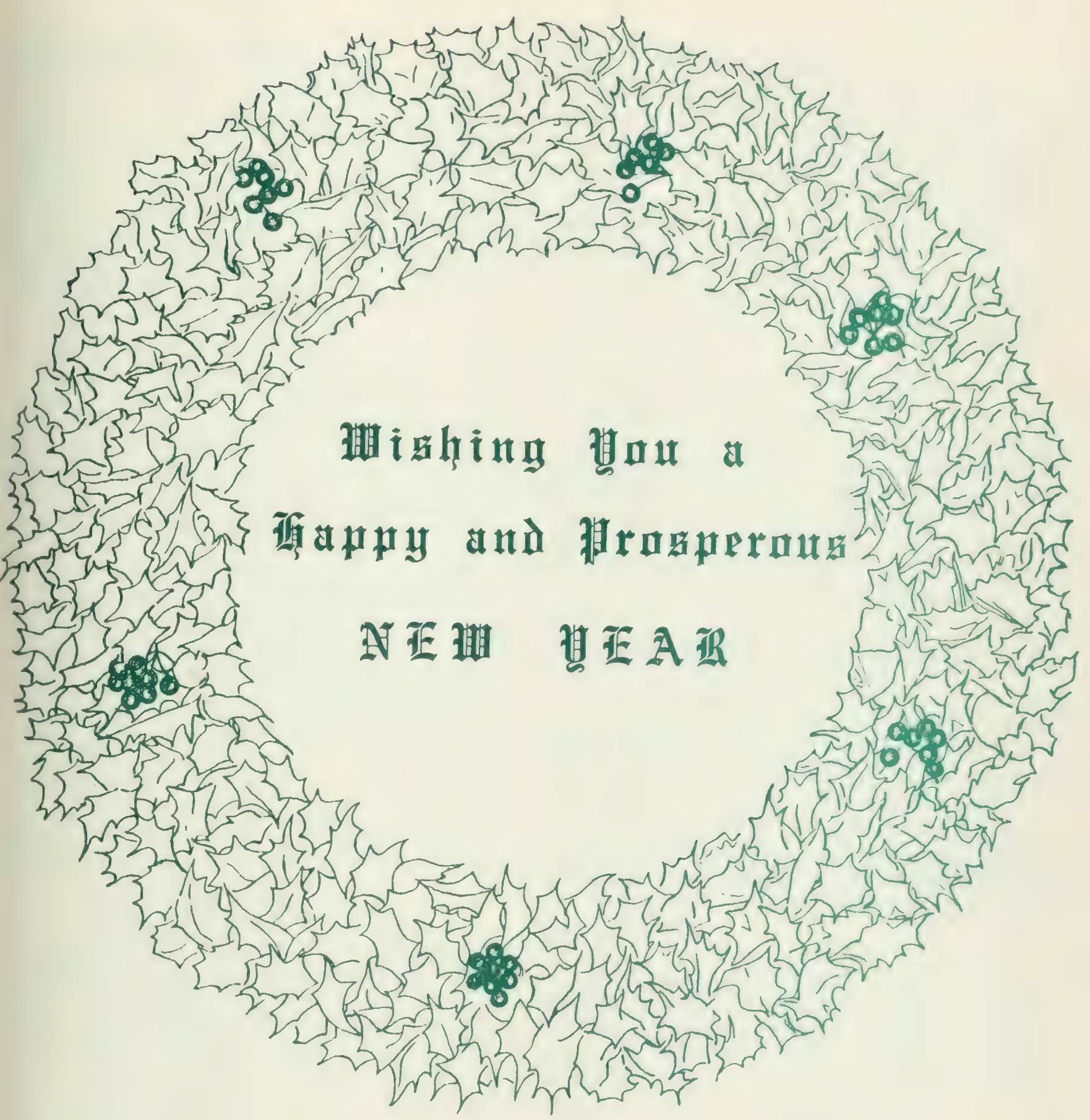
Jessie E. Heathman

Kenneth E. Cessa

Bill Edwards

Leif Sving





Wishing You a
Happy and Prosperous
NEW YEAR

EXTENSION EDITORIAL OFFICE

It Says Here



Home Advisers on WTVH-TV...

Home advisers and assistants in 13 Peoria area counties started putting on twice-weekly television shows over WTVH-TV, Peoria, on November 13. They are guests on the Dick Herm Show from 12:30 to 1:00 p.m. each Friday and Saturday, with Mrs. Herm as director. They go on the Friday show live and then videotape the Saturday show so that they won't have to come back the next day.

During Fall Extension Conference, the Peoria area home advisers worked with their assistant state leaders to schedule appearance dates and work up a tentative list of topics through next March. They plan to key their program topics to their county extension information programs.

Programs produced so far have been excellent, according to Mr. and Mrs. Herm. Mail response has been good, and the home advisers are enthusiastic about the possibilities. They appreciate the opportunity to reach more families via television with important information.

Participating counties are Bureau, DeWitt, Fulton, Knox, Logan, Marshall-Putnam, Mason, McLean, Menard, Peoria, Stark, Tazewell and Woodford.

4-H Kinescope Available...

The Illinois 4-H Foundation has bought a kinescope print of the original WCIA Reports TV show "To Make the Best Better," and placed it in the Audio-Visual Aids Service Library. Since this film is not a University production, it carries the minimum booking charge. State 4-H Club leader R. O. Lyon says this TV film is intended for a wide audience and does not tell as complete a story of 4-H work as might be told. However, it is a good portrayal of the glamour of livestock projects and fairs, and as such it might be most useful for recruiting rural boys.

Visual Aids Resource...

We'd like to call to your attention the materials sent to you recently about the University of Illinois Audio-Visual Aids Service, "An Important Educational Resource for Cooperative Extension Service." The one-page flyer gives important information about the scope, service, financing and ordering of the available films. Enclosed catalogs provide ready reference for the films you want to order.

New Film Booking Application...

In the same materials, you will find several copies of a new film booking application form for use by cooperative extension personnel when ordering films from the Audio-Visual Aids Service. Use these forms to expedite your orders. You can get additional forms by writing us at 330 Mumford Hall, Urbana.

Publicize Those Annual Reports...

Annual reports give you a perfect opportunity to summarize your year's work for the public's information. Pick out the highlights for 1964 and give them to your county editors for publication and broadcast. Your activities will make interesting reading and help many people in your county get a better understanding of what the Cooperative Extension Service is and does.

We have a good example of such a summary report on our desk from Clinton County FA Bert Sinclair. It was prepared by one of the Carlyle Democrat staff writers from material that Bert supplied, and it fills nearly two full columns in the newspaper.

The news story tells about Extension's responsibility to bring the latest information to farmers, planning of the program by the councils, coming events and results of last year's program.

12/30/64

...and the

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It has been established that the
general public of the United States
is not in a position to understand
the complex problems of the
international government and that
the only way to bring about
a more intelligent and
effective participation in
the world's affairs is to
educate the people.

Received 2006-07-20; accepted 2006-08-20

1. *Phragmites australis* (Cav.) Trin. ex Steud.

January 1964, No. 73

Events Coming Up...

FARMSTEAD MECHANIZATION WORKSHOP, January 14-16, University of Illinois Assembly Hall. Sessions include discussions of materials-handling system layouts for beef, dairy, and swine; manure handling; trends in Illinois agriculture; and principles of materials handling in drying and storage systems.

ILLINOIS NUTRITION CONFERENCE, January 22-23, Law Building auditorium. Latest research in animal and dairy science will be reported. The program is designed primarily for nutrition research workers.

CUSTOM SPRAY OPERATORS SCHOOL, January 22-23, Illini Union, Urbana. A well-filled program covering latest recommendations for insect, disease, and weed control. Media representatives are invited to attend the preschool "Smoker" on January 21, 7:30-9:30 p.m., in the General Lounge, Illini Union.

AGRICULTURAL INDUSTRIES FORUM, January 23-24, Urbana. The theme is "Building Markets at Home and Abroad." Special sessions feature rural development, and marketing of dairy, livestock, grain, feed, poultry, and eggs. All sessions will be in the Illini Union. For more information, write Supervisor of Conference, Division of University Extension, 116 Illini Hall, Champaign, Illinois.

ILLINOIS FERTILIZER CONFERENCE, January 23-24, Champaign Country Club. Agronomists will report on current topics of interest to fertilizer industry representatives.

RURAL PASTORS AND LAY LEADERS SHORT COURSE, January 27-29, in the Illini Union will have as its theme "The Role and Concern of Churches in Rural Change and Resource Development."

NEW PLANT SCIENCES BUILDING DEDICATION, March 6. The completed section of the new plant sciences building will be dedicated as J. B. Turner Hall. The program will include three well-known agricultural speakers: Paul C. Johnson, editor of Prairie Farmer; University trustee and farmer Earl Hughes; and M. B. Russell, associate director of the Illinois Agricultural Experiment Station and former head of the agronomy department.

Research in Progress...

U. of I. agricultural engineers have completed the exploratory phase of research to identify and characterize the gases, odors, and other atmospheric contaminants produced in enclosed confinement swine buildings.

National authorities in their respective fields will discuss the latest research in feed and grain, livestock, egg and poultry and dairy marketing, and resource development during the Agricultural Industries Forum January 23-24, Urbana.

Handling of field-shelled corn, dealer management problems, and feed distribution trends will highlight the feed and grain sessions.

Pricing of livestock, meat imports and foreign trade, and industry changes highlight the livestock marketing sessions at the forum.

Poultry specialists are scheduled to give an intense review of the egg and poultry marketing system during their sessions.

Top executives and scientists of leading dairy firms and universities will discuss the latest developments in producing and marketing milk and milk products during their special sessions at the forum.

Agricultural business leaders will center their discussions on business, industrial, recreational and human resources in the resource development sessions.

General sessions at the forum will feature the theme "Building Markets at Home and Abroad."

Some of the research to be presented at the two-day Custom Spray Operators School January 22-23 includes:

1. Effect of 2,4-D on Corn Inbreds, Single Crosses, and Commercial Hybrids.
2. Use of 2,4-DB as a Post-Emergence Spray on Soybeans.
3. Foxtail Competition Studies.
4. The Western Corn Rootworm in Iowa--Biology, Research, and Control (it could cause trouble in Illinois).
5. Importance and Control of the Cereal Leaf Beetle in the Midwest (another potentially serious pest in Illinois).
6. Effect of Broadcast Pre-Emergence Applications on Minimum-Tillage Corn Yields.

Publications Available...

NHE-116 Poisonous Spiders in Illinois. Entomologists of the Extension Service and the Illinois Natural History Survey. 2 pages.

ANIMAL SCIENCE

Sheep Day Reports--Latest research reports presented on Sheep Day.

AGRICULTURAL ECONOMICS

AE-3968 What Is a Fair Crop-Share Lease for Your Farm? F. J. Reiss. 25 pages.

AE-3970 How Does Poultry Compare With Other Farm Enterprises? R. P. Bentz. 8 pages.

and the following conditions shall be deemed to be satisfied:

(a) the company shall be a company incorporated in the United Kingdom;

(b) the company shall be a company which is not a subsidiary of another company;

(c) the company shall be a company which is not a member of a group of companies;

(d) the company shall be a company which is not a subsidiary of another company;

(e) the company shall be a company which is not a member of a group of companies;

(f) the company shall be a company which is not a subsidiary of another company;

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(o) the company shall be a company which is not a member of a group of companies;

(p) the company shall be a company which is not a subsidiary of another company;

(q) the company shall be a company which is not a member of a group of companies;

Current Comments on Egg and Poultry Marketing:

No. 21 Portrait of a Hedge. R. P. Bentz. 2 pages.

Farm Management Facts and Opinions:

63-16 Multiple Farrowing in Hog Production. A. G. Mueller. 2 pages.

63-17 It's Tax Planning Time! N. G. P. Krausz. 2 pages.

63-18 Management Implications From Current Outlook. Duane E. Erickson. 2 pages.

63-19 Part-Time Farming in Illinois. E. L. Sauer and H. J. Schweitzer. 2 pages.

AGRONOMY

Agronomy News No. 259: Winter Brush Control. Ellery Knake. 2 pages.

PLANT PATHOLOGY

RPD-112 Loose Smut of Wheat. M. C. Shurtleff, W. M. Bever, and F. C. Quebral.
3 pages.

RPD-307 Virus Diseases of Alfalfa and Clovers in Illinois. M. C. Shurtleff,
J. W. Gerdemann, and H. H. Thornberry. 3 pages.

RPD-904 (revised) Fusarium Wilt of Watermelon and Muskmelon. M. B. Linn, M. C.
Shurtleff, and J. S. Vandemark. 3 pages.

RPD-912 (revised) Wilt Diseases of Pea. M. B. Linn, M. C. Shurtleff, and J. S.
Vandemark. 3 pages.

VETERINARY MEDICINE

Timely Topics No. 25: Roundup of Sheep Diseases. 6 pages.

PHOTOS AVAILABLE

63B-214 Veterinarians research swine for clues to blood clots in humans.

63B-225 (series) Group of illustrations on starting plants in greenhouses.

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DEPARTMENT OF CHEMISTRY

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FARM EDITOR'S ORDER SHEET

(If you would like any of this month's listings, please return to address below
by January 17.)

January 1964, No. 73

J. J. Feight
Assistant Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

Please send me the items circled below:

NHE-116

Sheep Day Reports

Agricultural Economics: AE-3968, AE-3970

Current Comments on Egg and Poultry Marketing, No. 21

Farm Management Facts and Opinions, 63-16, 63-17, 63-18, 63-19

Agronomy News No. 259

Plant Pathology: RPD-112, RPD-307, RPD-904, RPD-912

Veterinary Medicine: Timely Topics No. 25

Photos Available: 63B-214, 63B-225 series.

Remarks _____

Name _____ Publication _____

Address _____

JJF:HDN:cf

MEMORANDUM FOR THE RECORD

Subject: [Illegible]

Date: [Illegible]

From: [Illegible]

To: [Illegible]

Re: [Illegible]

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February 1964, No. 74

Events Coming Up...

The existing wing of the new plant sciences building, Turner Hall, will be dedicated on March 6. Nyle Brady, USDA Director of Science and Education, U. of I. trustee Earl Hughes and M. B. Russell, Associate Director of the Agricultural Experiment Station, will appear on the formal dedication program. U. of I. President D. D. Henry and state officials will also attend.

The College of Agriculture will again take part in the Chicago World Flower and Garden Show at McCormick Place March 7-15. U. of I. horticulture department staff members will man exhibits and answer questions. Several new publications will also be available at the show. A do-it-yourself plastic greenhouse will be one of the U. of I. exhibits.

To emphasize the need for additional training for rural youth, Governor Otto Kerner has designated March 8 to 14 as Agricultural Careers Week. The U. of I. will cap the week's activities with Agriculture Student Guest Day and Home Economics Hospitality Day on the campus March 14.

Two outstanding livestock events will feature the latest research in cattle and swine production. Swine Day will be March 24; Cattle Feeders Day, April 17. Look for more program details in next month's letter.

Research in Progress...

FURTHER STUDIES MAY CHANGE the findings of 1963 first-year experimental work with Leonardite used as a soil conditioner. Many of the present plots will be used for residual studies this year. But so far applying Leonardite in varying rates has not increased yields of wheat, corn or soybeans on recently leveled strip mine spoils or on sandy soils, central Illinois heavy clay soils or southern Illinois Cisne soils.

U. OF I. AGRONOMY TRIALS indicate that larger amounts of nitrogen can be used on winter wheat, especially on new high-yielding, short stiff-strawed, varieties. Agronomists say that the survival of the legume underseeding or the prevention of lodging should set the upper limit, since nitrogen applied on wheat--especially soft varieties--seems to increase yields to the point where the nitrogen-induced rank growth causes lodging.

IN CONTINUING TESTS, soils at only one location--Morton--showed any significant response to boron and zinc trace-element treatment. U. of I. agronomists conducted these tests at 12 sites, including most of the major soil types in the state. They will continue to study the trace-element situation, since the present rate of plant food removal may hasten minor-element problems. Historically, almost all farm land shows trace-element deficiencies after about 150 years of cropping.

TWO MACHINES DEVELOPED BY AN UNDERGRADUATE agricultural engineering class look promising enough to warrant further investigation. They are a remote-controlled hillside mower for possible State Highway Department use, and a motor-driven strawberry picker. The AE-336 design class will work to develop an onion planting machine during the spring semester.

U. OF I. AGRICULTURAL ENGINEERS are also continuing work on another machine that began as an undergraduate class project. It's an experimental feed-metering device that delivers accurate amounts of grain to dairy cows on the basis of how much water they drink. It's hoped that the device will take care of 10 to 20 cows in a loafing shed and give each one of them the right amount of feed to meet their individual milk production levels.

U. OF I. FORESTERS PLAN TO BEGIN new studies into the effect of environment on the properties of wood in growing trees. Observations to date indicate that wood density, percentage of late wood in the annual ring, cell length, cross-sectional cell dimensions, and ray volume can be altered by changing the environment.

U. OF I. ANIMAL BIOCHEMISTS are continuing their studies on the effects of heavy refeeding of swine after long periods of starvation (8 to 40 days). Recent studies showed permanent damage to the heart and blood vessel tissue. In future studies, swine will be forced to work out on a revolving treadmill to test the effects of exercise on the degree of damage caused from extended starvation followed by heavy feeding.

Special...

Summaries of presentations given at the 16th annual Custom Spray Operators School are available--\$1.00 a copy--from H. B. Petty, 280 Natural Resources, U. of I., Urbana. Included are research reports on pesticides, weed and insect problems, and other facts pertinent to crop production in the state.

Publications Available...

AGRICULTURAL ECONOMICS

AE-3976 Dairy Marketing Facts. Roland W. Bartlett. 19 pages.

AEER-67 Interregional Analyses of the Soybean Sector. H. Nakamura, T. A. Hieronymus and G. G. Judge. 52 pages.

AEER-68 Economics of Scale and Size in Floor-Managed Laying Flocks. J. C. Headley. 30 pages.

Economics for Agriculture:

RL-10 Illinois Standard Metropolitan Statistical Areas, 1960. C. L. Folse. 3 pages.

TA-17 Figuring a Cash Rent for Your Farm. Franklin J. Reiss. 2 pages.

TA-18 Direct Cash Rent on Buildings. Franklin J. Reiss. 3 pages.

Current Comments on Egg and Poultry Marketing:

22 Egg Handling Costs--a Second Look. R. P. Bentz. 2 pages.

Farm Management Facts and Opinions to Help You:

63-20 A New Look at the Business Side of Farming. J. E. Wills. 2 pages.

64-1 What Records Besides Income Tax Records? Duane E. Erickson. 2 pages.

64-2 Feed-Grain Program for 1964. Duane E. Erickson. 2 pages.

AGRICULTURAL ENGINEERING

C-876 Guidelines for Choosing Economic-Size Implements. D. R. Hunt. 31 pages.

Engineering Tips:

TM23 Comparison of LP-Gas and Gasoline Tractors. J. A. Weber and Wendell Bowers.
4 pages.

AGRONOMY

C-877 Performance of Commercial Corn Hybrids in Illinois, 1961-1963. G. L. Ross,
K. E. Williams, W. D. Pardee. 27 pages.

AG-1900 Spring Oats Survey for 1964.

Agronomy News:

260 Legume-Grass Drill Box Survey.

Agronomy Facts:

F-40 4-H Crop Mixtures in Northern Illinois. J. A. Jackobs.

F-41 Bluegrass Pasture Management. J. A. Jackobs, Robert Lawson, and J. J. Pierre.

SF-74 Losses of Nitrogen From Soil. F. J. Stevenson.

SF-75 How Fine Should Rock Phosphate Be Ground for Direct Application? A. L. Lang.

W-19 Wirestem Muhly. E. L. Knake.

ANIMAL SCIENCE

BPT-12 Beef Performance Testing Letter (Beef Production Tips). G. R. Carlisle.
5 pages.

FFO-12 Farm Flock Owners Letter (Monthly Sheep Tips). H. G. Russell.
December and January letter.

Monthly Poultry Suggestions:

12-63 Egg-Room Management. S. F. Ridlen and Hugh S. Johnson. 2 pages.

1-64 Factors That Affect Egg Size. S. F. Ridlen and Hugh S. Johnson. 2 pages.

Report From Animal Science:

CN7-A Hormones in Cattle Rations. T. R. Greathouse and G. R. Carlisle. 4 pages.

CN7-B Antibiotics in Cattle Rations. T. R. Greathouse. 1 page.

CN7-C Chemobiotics in Cattle Rations. T. R. Greathouse. 1 page.

CN7-D Enzymes in Cattle Rations. T. R. Greathouse and G. R. Carlisle. 1 page.

CN7-E Goiterogenic Agents in Cattle Rations. T. R. Greathouse. 1 page.

CN7-F Tranquilizers in Cattle Rations. T. R. Greathouse and G. R. Carlisle.
1 page.

CN7-G Rumen Cultures in Cattle Rations. T. R. Greathouse. 1 page.

DAIRY SCIENCE

Bulletin 6 Sterilized Milk Products. 59 pages.

Bulletin 7 Expanding Markets for Milk. 55 pages.

Dairy Digest:

F-22A Ketosis in Dairy Cattle. Carl Davis.

FORESTRY

107 The 1963 Forest Insect Situation in Illinois. R. G. Rennels. 5 pages.

PLANT PATHOLOGY

306 Seed Rot, Damping-Off, and Seedling Blights of Alfalfa and Clovers. Malcolm C. Shurtleff and J. W. Gerdemann. 1 page.

904R Fusarium Wilt of Watermelon and Muskmelon. M. B. Linn, Malcolm C. Shurtleff, and J. S. Vandemark. 3 pages.

912R Wilt Diseases of Pea. M. B. Linn, Malcolm C. Shurtleff, and J. S. Vandemark. 3 pages.

945 Ascochyta and Mycosphaerella Blights of Peas. Malcolm C. Shurtleff and M. B. Linn. 3 pages.

1000R Fungicide, Nematocide, and Preservative Tolerances and Use Restrictions Approved as of January 1, 1964. 11 pages.

PHOTOS AVAILABLE

64B-11-2 U. of I. agricultural engineer inspects new spray nozzle for roadside spraying.

64B-11-5 U. of I. agricultural tests of new structures design.

FARM EDITORS' ORDER SHEET

If you would like any of this month's listings, please return to address below by February 20.

J. J. Feight
Assistant Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois 61803

Please send the following items circled below:

Agricultural Economics: AE-3976, AERR-67, AERR-68
Economics for Agriculture: RL-10, TA-17, TA-18
Current Comments on Egg and Poultry Marketing: 22
Farm Management Facts and Opinions to Help You: 63-20, 64-1, 64-2
Agricultural Engineering: C-876
Engineering Tips: TM23
Agronomy: C-877, AG-1900
Agronomy News: 260
Agronomy Facts: F-40, F-41, SF-74, SF-75, W-19
Animal Science: BPT-12, FFO-12
Monthly Poultry Suggestions: 12-63, 1-64
Report From Animal Science: CN7-A, CN7-B, CN7-C, CN7-D, CN7-E, CN7-F, CN7-G
Dairy Science: B-6, B-7
Dairy Digest: F-22A
Forestry: 107
Plant Pathology: 306, 904R, 912R, 945, 1000R
Photos: 64B-11-2, 64B-11-5

Remarks _____

Name _____ Publication _____

Address _____

JJF:HDN:JEL:cf

May 1964, No. 75

Collaboration For Better Services...

In March our staff met with representatives from six farm publications. Our purpose: to explore ways to improve our editorial services for farm magazine editors. It was a worthwhile seminar, and the complete report will be published in the next issue of ACE magazine.

The editors asked for, and we hope to provide, the following services:

1. An expanded monthly letter to farm paper editors. This is it, and we hope to make it better in the future.
2. Situation reports on major agricultural problems. Colin Webb's advance article on the beef feeding situation in Illinois is enclosed as an example.
3. Reprints of significant journal articles. We are working out arrangements with the various departments to get these listed in future issues of this letter.
4. Copies of selected experiment station project reports. Ditto above.

The editors also asked for "advance" copies of major releases planned for distribution to our newspaper-radio-television outlets. We're working on machinery to get this done.

Finally, the editors asked for an annual "briefing conference" for state, regional, and national publication editors. This we will do.

Here's Who Does What...

Everyone is getting more specialized, and so are we in our office. In our print media section, three men serve as "departmental editors" for groups of departments. Here are your contact men for the various subject areas:

J. J. Feight (JJF): Agronomy, Entomology, Horticulture, and Plant Pathology.

H. Dean Nosker (HDN): Animal Science, Dairy Science, Agricultural Engineering, and Forestry.

Dave Beckenholt (DB): Agricultural Economics, Safety, and Rural Civil Defense.

In addition, Colin Webb, Director of Information for the Victorian Department of Agriculture in Melbourne, Australia, is with us for a year and will be writing many of the roundup stories. Our home economics editor, Janice Woodard, also covers the Department of Food Science and the Floriculture Division of Horticulture.

1. Introduction

2. Objectives

3. Scope

4. Methodology

5. Results

6. Discussion

7. Conclusion

8. References

9. Appendix

10. Acknowledgments

11. Bibliography

12. Glossary

13. Index

14. Summary

15. Abstract

16. Notes

Events Coming Up...

Midwest Farm Paper Unit Meeting, May 6-8. Editors from the five publications making up the Midwest Farm Paper Unit will hear 36 research reviews during their visit to the U. of I. campus. PRAIRIE FARMER is the host publication, and Illinois is the host state.

Farm Machinery Day, May 26. This year's program features discussions on tractor repair and maintenance costs by Jay Weber, narrow corn rows and oriented corn by J. W. Pendleton, corn drying and storage by Bruce McKenzie (Purdue) and Frank Andrew, and corn field losses and harvesting costs by Wendell Bowers. Of special interest to the implement dealers will be a talk by St. Louis architect John A. Grunik, who will discuss designs for new and remodeled dealer buildings. The program begins at 9:00 a.m. in the U. of I. Assembly Hall. (HDN)

Production Credit Association Fieldman's Conference June 1 and 2. U. of I., Illini Union Building. (DB)

Tour of Dixon Springs Experiment Station, June 11 and 12. Summer tour of the Illinois Society of Professional Farm Managers and Rural Appraisers, Robbs, Illinois. (JJF)

Agronomy Field Day, Brownstown Research Center, June 11. The "lime-level story" will be one of the features of the meeting. Researchers compared the results of applying varying rates of lime on Cisne soils measuring 4.5 pH before treatment. Applying up to 20 pounds of lime per acre didn't reduce yields. However, these high rates did cost more than is necessary to get desired results. Agronomists say that five tons per acre seems to be the practical top rate. Other tour stops during the field day will include soil treatment reaction studies on grain and legume seedings and grain variety plots. (JJF)

Research In Progress...

U. of I. research indicates that using processed whole soybeans in swine rations may offer some interesting possibilities. The study showed that 22- to 33-pound pigs fed rations containing processed whole soybeans had significantly higher gain-feed ratios than control pigs fed a standard ration containing soybean meal. Average daily gains for pigs on the soybean-flour ration were somewhat below those for pigs on the control ration. However, pelleting boosted rates of gain to levels equal to those on the control ration. (HDN)

Extremely high-temperature drying of corn showed little effect on its nutritional value in a test with baby pigs. Eighteen-day-old pigs fed a ration containing corn dried at temperatures between 700° and 900° F. gained just as well as a control group fed corn dried at normal temperatures.

Al Jensen says corn in the test was harvested at moisture contents of 17, 21, and 28 percent. The corn was passed through a small laboratory model rotary drum dryer where air temperatures of 700 to 900 degrees dried it in 2 1/2 to 7 minutes. The high temperatures did affect milling quality of the corn and had to be carefully controlled. (HDN)

U. of I. poultry researchers have conducted a number of experiments with a 12 percent protein corn-soya laying ration to find how adequate it is in essential amino acids. Poultrymen could save considerable money by reducing the protein level from the conventional 15 percent to 12 percent of the ration.

Research to date indicates that 12 percent protein corn-soya laying rations will adequately support top egg production under some conditions. Further studies are planned to find what amino acids are needed to make these rations adequate under all conditions. (HDN)

U. of I. animal biochemists are continuing research which indicates that heavy refeeding after long periods of starvation can cause permanent damage to the heart and blood vessel tissue of swine.

The study was made to investigate reports of similar damage to the cardiovascular systems of humans subjected to starvation or long semi-starvation. The hogs received no feed for periods ranging from 30 to 40 days during various phases of the study. In present studies the hogs are exercised on a treadmill to check the effect of exercise during long periods of starvation. (HDN)

A new type of lumber rigid frame is under study at the U. of I. The frame--basically a box-beam with a discontinuous plywood web--promises to be much stronger than conventional rigid frames. Because of this added strength, the new frames can be spaced farther apart--wide enough, in fact, to allow for wide machinery doors. (HDN)

A \$38,000 National Science Foundation grant will enable U. of I. agronomists to more fully characterize and isolate properties of clay. They'll be separating clay minerals by electrophoretic and magnetic techniques. Use of these and other modern techniques will refine existing methods and, hopefully, will uncover some of the reasons for nutrient fixation. To date clay has been as "sticky" to work with in the laboratory as it has in the field. (JJF)

Illinois Natural History Survey entomologists, spurred on by increasing resistance of soil insects to some present-day chemicals, are expanding tests with less persistent chemicals--mainly diazinon, 4072, phorate and niran--in an effort to win wider label acceptance on vegetable crops.

The entomologists also are expanding work with chemosterilants, although at present tests are still in the laboratory stage. Until recently most of this kind of research has been done by the USDA. Chemosterilants would render male and female insects sterile. The long-range plan is to use a bait that attracts the insect and to insert an insecticide and a chemosterilant in the bait. Even if insects aren't killed, they can't reproduce. (JJF)

A group of early-weaned pigs gained as well on a combination of Illinois 16 (a grower ration) and dried skim milk as another group did on a complex starter ration (Illinois 20) in recent U. of I. tests.

The grower ration was a simple combination of 67 percent Illinois 16 and 33 percent dried skim milk. Pigs on this ration averaged .52 pound daily gain and ate 1.65 pounds of feed per pound gained. This result compared with a .55 pound daily gain and 1.76 pounds of feed per pound gained for pigs on the complex starter ration. (HDN)

It is a well known fact that the human mind is capable of receiving and storing a vast amount of information. This information is stored in the form of memories, which are organized in a hierarchical manner. The information is first stored in the short-term memory, and then it is transferred to the long-term memory. The long-term memory is organized in a hierarchical manner, with the most important information at the top and the less important information at the bottom.

The human mind is also capable of retrieving information from memory. This is done by the process of recall, which is the process of bringing information back into the conscious mind. Recall is a complex process that involves the activation of neural pathways in the brain. The information is then brought back into the conscious mind, where it can be used for various purposes.

The human mind is also capable of organizing information. This is done by the process of categorization, which is the process of grouping information into categories. Categorization is a complex process that involves the activation of neural pathways in the brain. The information is then grouped into categories, which can be used for various purposes.

The human mind is also capable of creating new information. This is done by the process of imagination, which is the process of creating new mental images or concepts. Imagination is a complex process that involves the activation of neural pathways in the brain. The information is then used to create new mental images or concepts, which can be used for various purposes.

The human mind is also capable of solving problems. This is done by the process of reasoning, which is the process of using logic to solve problems. Reasoning is a complex process that involves the activation of neural pathways in the brain. The information is then used to solve problems, which can be used for various purposes.

The human mind is also capable of learning. This is done by the process of acquisition, which is the process of gaining new knowledge or skills. Acquisition is a complex process that involves the activation of neural pathways in the brain. The information is then used to gain new knowledge or skills, which can be used for various purposes.

The human mind is also capable of remembering. This is done by the process of storage, which is the process of storing information in memory. Storage is a complex process that involves the activation of neural pathways in the brain. The information is then stored in memory, where it can be used for various purposes.

The human mind is also capable of forgetting. This is done by the process of erasure, which is the process of removing information from memory. Erasure is a complex process that involves the activation of neural pathways in the brain. The information is then removed from memory, where it can be used for various purposes.

The human mind is also capable of dreaming. This is done by the process of visualization, which is the process of creating new mental images or concepts. Visualization is a complex process that involves the activation of neural pathways in the brain. The information is then used to create new mental images or concepts, which can be used for various purposes.

The human mind is also capable of feeling. This is done by the process of sensation, which is the process of receiving information from the environment. Sensation is a complex process that involves the activation of neural pathways in the brain. The information is then used to receive information from the environment, which can be used for various purposes.

Agricultural engineers are studying the strength and behavior of glue-nail truss joints. They've restricted the research to the joint at the eave of the roof because it is generally the weak point of the truss and is most susceptible to failure.

Since it would be inconvenient and costly to build a complete truss to test one joint, the researchers are using a small triangular frame with plywood gusset plates in the test. The joints are tested by loading the frame in a universal testing machine. (HDN)

Pelleted rations showed about a 10 percent greater feed efficiency than the same rations in meal form in recent U. of I. swine studies. The greater feed efficiency with pellets could not be attributed to differences in feed wastage.

Expressed in terms of gain per 1,000 pounds of feed, pelleting produced about 25 more pounds of gain than the meal ration. Feeding finely ground corn rather than medium grind was worth an additional five pounds of gain per 1,000 pounds of feed. There was no evidence that pelleted rations increased the number or severity of gastric ulcers. (HDN)

Agricultural engineers have recently developed an adjustable swath-width spray assembly designed especially for roadside spraying. The assembly has six spray nozzles. Each nozzle covers a separate area of the roadside for a total distance of 20 feet. A boom assembly increases the distances covered. The operator simply turns the independent nozzles off or on as the roadside narrows or widens. (HDN)

Beef researchers found haylage superior to corn silage for summer feeding in recent trials comparing the two forages. Steers fed haylage outgained steers fed corn silage by 19.5 percent at a 13.9 percent lower feed cost in test lots receiving a full feed of corn. The haylage-fed steers also averaged 1/4 grade higher in carcass grade.

During the first 140 days of the trial, rations containing corn silage, corn, and soybean meal appeared to be equal to rations containing haylage and corn. However, from this time on, or after warm weather sets in, the differences became pronounced. When the data for the entire feeding trial were combined, haylage was definitely superior to a combination of corn silage and soybean meal.

The U. of I. researchers point out that the corn silage was stored in a conventional stave silo and that it heated somewhat from day to day after May 1. (HDN)

Cornstalk silage as a cheap winter ration for dry beef cows sufficiently impressed cattle researchers in a recent test to give the forage another try. Preservatives added to the silage--cornstalks salvaged after combining high-moisture corn--included water, ground corn, dried molasses, and a combination of ground corn and dried molasses.

The cows refused 25 pounds per head daily of the forage ensiled with water. They refused 4.9 pounds daily of silage preserved with molasses and 9.7 pounds daily of silage preserved with ground corn. Forages from one field had a

high dirt content, which undoubtedly caused some of the differences in palatability and consumption. U. of I. researchers believe that improved harvesting methods and finer chopping will assure a more palatable silage. (HDN)

Pounds of feed required per pound of gain rose steadily as test cattle grew heavier in recent U. of I. study. Feed needed per pound of gain rose from 6.5 pounds for 675-pound steers on a high-energy ration to 7.71 pounds for 1,200-pound steers receiving the same ration. (HDN)

Corn silage grown on heavily fertilized soils showed no harmful effects on beef cattle feedlot performance or vitamin A nutrition in recent U. of I. tests. However, as in past tests, liver vitamin A stores were substantially reduced in the steers eating the silage. And, as in past studies, the vitamin A depletion occurred in spite of a carotene intake that more than met the daily needs for adequate vitamin A levels.

Researchers do not know why heavy fertilizer applications on corn for silage affect vitamin A liver stores in beef cattle. Further research is planned. (HDN)

No significant performance or profit differences were found between a normal "deferred" feeding program for spring calves and a full-feeding program for fall calves in a U. of I. test.

Under the deferred plan, calves dropped in late spring and early summer received a full feed of corn silage and protein supplement for 165 days and then were full-fed concentrates and limited amounts of hay for the next 127 days.

The fall-dropped calves were worked up to full feed of concentrates and limited hay immediately after weaning. They were kept on the program for 196 days, or until researchers felt that they had reached the same degree of finish as the deferred-fed calves.

Calves in both lots were valued at \$28.00 per hundredweight at the beginning of the study. A daily non-feed cost of 10 cents was used to correct for the varying lengths of the two programs. Under these conditions the investment per 100 pounds of low-choice, finished steer was \$22.00 for the deferred-fed spring calves and \$21.80 for the full-fed fall calves. (HDN)

Agricultural economists are studying hog production systems on 48 Illinois farms. They will determine the relationship of the system and size of the enterprise to (1) costs of buildings and equipment and (2) labor requirements for different hog-raising systems, including confinement systems. Among other things, they will predict combinations of crop and livestock enterprises and hog production systems that will give greatest profits from a farm's resources. (DB)

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AGRICULTURAL ECONOMICS

- 1-64 Illinois Agricultural Economics. Vol. 4, No. 1. January 1964. 40 pages.
- 2-64 Soil Fertility Improvement and Farm Profit. Donald G. Smith. 4 pages.
- 1964 Proceedings of the Sixth Agricultural Industrial Forum - Area Resource Development. E. L. Sauer. 5 pages.
- AE 3845 Landlord and Tenant Shares, 1962. F. J. Reiss. 12 pages.
- AE 3845 Hog Enterprise Record. 7 pages.
- AE 3970 How Does Poultry Compare With Other Farm Enterprises? R. P. Bentz. 8 pages.
- AE 3971 Guides for Planning Beef Feeding Systems. Roy N. Van Arsdall. 15 pages.
- AE 3972 Digest of Legislation Related to Agriculture Enacted by the Illinois General Assembly, 1963. N. G. P. Krausz. 7 pages.
- AE 3974 Producing Beef in a 1,000-Head-Capacity System in Illinois. Roy N. Van Arsdall. 11 pages.
- AE 3975 Farming Adjustments on Identical Farms as Shown by Comparing 1951-53 With 1960-62. D. F. Wilken. 11 pages.
- AE 3980 Digest of Federal Laws Related to Agriculture Passed in 1963. N. P. G. Krausz. 4 pages.
- AE 3982 Long-Run Budgeting for Egg-Laying Enterprises. R. P. Bentz. 11 pages.
- AE 3988 Economics of Hog Production Methods. A. G. Mueller. 15 pages.
- AE 3990 Feeder Enterprise Record.
- AE 3992 Proceedings of the Sixth Agricultural Industries Forum General Sessions and Summaries of Special Sessions.
- AE 3995 Labor Force Composition and Economic Structure of the Agricultural Sector. Folke Dovring.
- AE 3996 Land Ownership and Tenure Reforms. Folke Dovring.
- AE 3997 Wet Corn--Shelled or Ground Ear. Velmar W. Davis.
- AE 4000 Farm Appraisal School, DeWitt County.
- EC 1964 Proceedings of Annual Winter Meeting, Illinois Society of Professional Farm Managers and Rural Appraisers.
- B-699 Sector and Spatial Analyses of the United States Feed Economy. Y. H. Chuang and G. G. Judge. 56 pages.

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Economics for Agriculture:

- FM-9 (revised) Farm Drying Versus Market Discounts for Corn. V. W. Davis. 5 pages.
- FM-25 Partial Budgeting--A Shortcut for Estimating Effects of Changes. John A. Herbst.
- FM-86 (revised 1964) Custom Rates and Machinery Rental Rates for Illinois. Royce A. Hinton
- RL-10 Illinois Standard Metropolitan Statistical Areas, 1960. C. L. Folse. 3 pages.
- TA-17 Figuring a Cash Rent for Your Farm. F. J. Reiss. 2 pages.
- TA-18 Direct Cash Rent on Buildings. F. J. Reiss. 3 pages.

Current Comments on Egg and Poultry Marketing:

- 23 Investment Requirements for Egg-Handling Firms. R. P. Bentz. 2 pages.
- 24 Costs at Less Than Capacity. R. P. Bentz. 2 pages.

Farm Management Facts and Opinions:

- 64-3 Will You Participate in the Feed-Grain Program? J. E. Wills. 2 pages.
- 64-4 Analyzing Your Credit Needs. J. M. Holcomb. 2 pages.
- 64-5 Capital Leasing--A New Way to Borrow. F. J. Reiss and J. M. Holcomb.

AGRONOMY

- AG-1903 Soybean Varieties in Illinois for 1964. W. D. Pardee and W. O. Scott. 17 pages.
- AG-1887 Illinois Field Crops and Soils. 13 pages.
- 6-63 Forage Varieties and Species in Illinois. W. D. Pardee. 6 pages.

Agronomy News:

- 261 Alfalfa Varieties for 1964. W. D. Pardee.
- 262 Merit Ladino Clover. W. D. Pardee.
- 263 New Soybean Varieties Now Available. W. D. Pardee.
- 265 Increase Your Returns From Oats. W. D. Pardee
- 266 Send Field Reports With Your Soil Sample. T. R. Peck.

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ANIMAL SCIENCE

- AS-367 1964 Beef Cattle Feeding Suggestions. T. R. Greathouse, H. G. Russell, G. R. Carlisle. 19 pages.
- AS-367a 1964 Beef Cattle Management Suggestions. T. R. Greathouse, H. G. Russell, G. R. Carlisle. 25 pages.
- AS-377 Your 1964 Hog Business Ration Suggestions. G. R. Carlisle, H. G. Russell, T. R. Greathouse. 19 pages.
- AS-377a Your 1964 Hog Business Management Suggestions. G. R. Carlisle, H. G. Russell, T. R. Greathouse. 27 pages.
- AS-597 Your 1964 Lamb-Feeding Guide. Richard H. Simms. 16 pages.
- B-698 Ovine Myology. R. G. Kauffman, L. E. St. Clair, R. J. Reber. 54 pages. For Sale Only. \$1.00 (including tax).
- C-878 From Egg to Chick...A Guide to the Study of Incubation and Embryonic Development. S. F. Ridlen and H. S. Johnson. 16 pages.

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- NHE - 98-105 Condensed Insecticide Recommendations - Corn, Forage, Grasses, Soy-
110 beans, Livestock, Turf, Household.

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The first of the three questions is the question of the
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The second question is the question of the
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The third question is the question of the
resurrection of the dead.

The fourth question is the question of the
final destiny of the soul.

The fifth question is the question of the
final destiny of the body.

The sixth question is the question of the
final destiny of the world.

The seventh question is the question of the
final destiny of the universe.

The eighth question is the question of the
final destiny of the human race.

The ninth question is the question of the
final destiny of the human soul.

The tenth question is the question of the
final destiny of the human body.

The eleventh question is the question of the
final destiny of the human world.

The twelfth question is the question of the
final destiny of the human universe.

The thirteenth question is the question of the
final destiny of the human race.

The fourteenth question is the question of the
final destiny of the human soul.

The fifteenth question is the question of the
final destiny of the human body.

The sixteenth question is the question of the
final destiny of the human world.

PLANT PATHOLOGY

- 915 Vegetable Seed Treatment. M. C. Shurtleff and M. B. Linn. 6 pages.
- 923 Clubroot of Cabbage and Other Crucifers. M. C. Shurtleff and M. B. Linn.
2 pages.
- 1000 (revised) Fungicide, Nematocide, and Preservative Tolerances and Use Restrictions Approved as of January 1, 1964. 11 pages.

FARM EDITORS' ORDER SHEET

If you would like any of this month's listings, please return to address below by May 20.

Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois 61803

May 1964, No. 75

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AGRICULTURAL ECONOMICS: 1-64, 2-64, 1964, AERR-65, AE 3845, AE 3970, AE 3971,
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AE 3990, AE 3992, AE 3995, AE 3996, AE 3997, AE 4000,
EC 1964, B-699

Economics for Agriculture: FM-9, FM-25, FM-86, RL-10, TA-17, TA-18

Current Comments on Egg and Poultry Marketing: 23, 24

Farm Management Facts and Opinions: 64-3, 64-4, 64-5

AGRONOMY: AG-1903, AG-1887, 6-63

Agronomy News: 261, 262, 263, 265, 266

ANIMAL SCIENCE: AS-367, AS-367a, AS-377, AS-377a, AS-597, B-698, C-878

ENTOMOLOGY: NHE - 88-95, NHE - 98-105, 110

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FARM SAFETY: 1963

HORTICULTURE: C-879, C-880, C-881, C-882, C-883, C-884

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Seminar Report: Improving Editorial Services for Farm Publications

Remarks _____

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5/8/64

UNITED STATES DEPARTMENT OF AGRICULTURE

ANNUAL REPORT OF THE COMMISSIONER OF THE GENERAL LAND OFFICE FOR THE YEAR 1900

WASHINGTON, D. C.

1901
OFFICE OF THE COMMISSIONER
GENERAL LAND OFFICE
WASHINGTON, D. C.

THE GENERAL LAND OFFICE HAS THE HONOR TO ACKNOWLEDGE THE RECEIPT OF THE FOLLOWING:

NAME OF DONOR	AMOUNT	DATE	REMARKS
THE UNITED STATES DEPARTMENT OF AGRICULTURE	\$100.00	1900	FOR THE YEAR 1900
THE UNITED STATES DEPARTMENT OF AGRICULTURE	\$100.00	1900	FOR THE YEAR 1900
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WHAT'S HAPPENING WITH BEEF IN ILLINOIS?

by Colin Webb^{1/}

Illinois is producing as much beef as ever. It's coming from fewer feed lots, but most of it is still being marketed by thousands of farmer-feeders. There are only a few really big operators in this state.

January 1 inventories of cattle on feed fell this year to 716,000 from last year's high of 787,000 but remained well above the 1957-61 average of 680,000 and compared with the 1961 and 1962 number of 729,000. Since 1961, nearly 3,000 operators feeding corn to cattle have gone out of business, leaving 32,000 to send beef to market this year.

To complete this picture, we consulted the experts. We talked to specialists, farm advisers, economists, engineers and rural sociologists. We watched modern equipment being used in the laboratory. We tramped the feed lots and got the smell of manure on our boots. We visited with operators and cattle association executives. We enjoyed coffee and doughnuts served in the feed barn. And this is what we found:

The dropout from beef fattening operations is not as fast as the general decline in Illinois farm numbers, but University of Illinois specialists predict that the state's feeders will continue to get fewer for a while yet.

With no long-range prospect of higher prices, and Illinois Farm Bureau Farm Management records showing an average return of only \$88 for every \$100 of feed used last year, more operators must cut their losses or quit. Economists suggest that more "outers," for the time being, could help the industry.

But things were even worse in 1952 and 1953, and specialists are confident that most present-day operators will continue to supply the growing demand for beef. For three million more Americans have to be fed every year, and the average person has been eating much more than an extra pound of beef a year for the past 20 years. Current use--95 pounds a person--is 35 pounds more than in 1945 and 40 pounds more than in 1940.

Tax cuts will help spending power, and the market can absorb $3\frac{1}{2}$ percent to 4 percent extra meat a year without affecting prices. But too big a price rise could send customers back to cheaper meat, especially with poultry and pork supplying more than 40 percent of last year's steep production increases.

But figures can tell us only part of the story. For beneath this general supply-demand picture, the state's grain feeding business has quite a New Look. For instance, despite the current drop in feed-lot numbers and the decline in rural population, more southern Illinois feeders than ever are sending cattle to market. South of Highway 40 nearly 8,000 farmers finished about 150,000 grain-fed cattle last year--a rise of nearly 1,000 farmers and 30,000 cattle in five years. But these have not been the only changes.

Native-bred cattle and feeder stock from former cotton- and tobacco-growing areas in the southern states are replacing some of the traditional imports from the western ranges. Last year Illinois beef cow herds supplied about 40 percent as many feeders as came across the border. Of the state's 743,000 beef cows on 30,000 farms, southern counties had nearly 150,000 head on 12,500 farms.

^{1/} Visiting Professor, Agricultural Communications, Melbourne, Australia.

It is interesting to note that in 1911, the first year of the war, the number of students who were admitted to the University of Chicago was 1,100. This was a record for the University at that time.

The University of Chicago was founded in 1837. It was the first American university to be founded by a group of private citizens. The University was founded by a group of private citizens who were interested in the advancement of knowledge and the education of the young.

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And Illinois-fed cattle don't even look quite the same color any more. The black Aberdeen Angus has challenged the Hereford, and Shorthorn numbers are well down the scale. What is more, the half-breed with the white face and black body is adding vigor to the growing lots. Another foreigner is the French triple-purpose Charolais. Bred for haulage, milk and meat in Europe, this newcomer has made excellent early weight gains in the Corn Belt.

Regular dairy-bred males are being taken on to heavier slaughter weights. With a 50 percent drop in Illinois milking herds in the past 15 years, fewer cull females are reaching the fattening lots.

But even greater than the changes in the cattle themselves are the changes in what they are eating and how it is being served. For one thing, pasture is better than it used to be. Still better use can be made of it too. University of Illinois scientists are showing that where $2\frac{1}{2}$ steers can be run to the acre for 100 days, six can be fed if the pasture is taken to them instead of their being taken to the pasture.

Fast, cheap mechanized equipment serves the whole of the pasture, harvested at its very best, to the herd. None is lost by trampling and fouling. Summer crops like the sorghums can be handled in the same way too. "Sudex"--the new sorghum-Sudan grass hybrid--is showing a lot of promise as an energy feed.

The Flemish DuPuits, Alfa and FD-100 alfalfas are outyielding the popular Nebraska Ranger by well over a ton to the acre.

But back in the lot corn is still the top feed. And even the corn and the way it is fed are different these days. A lot more of it is being grown to the acre too. With yields going up at the rate of eight bushels an acre in ten years, and a record state average of 85 bushels an acre last season, feeders have not been short of grain.

With plenty of protein to be had from soybeans, researchers have aimed at getting more and more energy into corn. And most of this extra "go" is coming from more oil in the grain. Dr. D. E. Alexander, University of Illinois plant geneticist, forecasts that farmers will grow still higher oil-content hybrids. Experiments show that 6 percent oil hybrids yield as well as 4 percent hybrids, giving a potential bonus of more than three billion pounds of oil a year over the U. S. corn crop. For cattle, this means better feed at no extra cost. The University of Illinois' new varian nuclear magnetic resonance PA-7 testing unit will hasten Alexander's oil-boosting program greatly.

There have been other advances in the cornfield too. The rapid increase in field shelling has meant more high-moisture grain for cattle. The use of corn heads on combines in this state jumped from 17 percent used in the 1962 harvest to $27\frac{1}{2}$ percent last year. As 7 percent of the harvesting was done by field picker-shellers, a total of more than one-third of the crop was reaped as shelled corn.

High-moisture ground ear corn is making progress too. University of Illinois trials show it to be at least 10 percent more efficient, as cattle feed, than dry ear corn. Also, more corn silage is being used in the feed lots. The state made nearly four million tons of it in 1962--nearly a million tons more than the year before. Harvested as whole plant silage, the nutritive value of corn is one and a half times as great as that of grain alone. It cuts feed costs too. Illinois figures show that, with corn at \$1.12 a bushel, corn silage has an advantage of \$2.26 per hundredweight of beef produced.

Wider use is forecast for haylage, which also has given excellent results in feeding tests.

Experiments at Dixon Springs Experiment Station also indicate big feed cost advantages per hundredweight gain for pelleted hay--faster gains, better feed conversion, no waste.

But probably the most spectacular changes--and the most controversial--have been not so much in the feed itself but, rather, in the way in which it is being used.

The corn crib and the man with the basket on his shoulder aren't seen so often in the feed lot these days. In their place, the blue or silvertopped tower silo looks 60 or 70 feet down on an automated system of mechanical unloaders and augers that move the feed along the bunkers.

Large-capacity horizontal silos have been built in some feed lots, and manure is becoming a problem, rather than an asset, in some of the bigger operations.

Slatted floors and individual stalls are being used in some confined feed systems. But with a shortage of straw and with corncobs being thrown out of the back of the modern combine or ground up for feed, bedding is a real need on some big lots. Housing is becoming more open too.

But, valuable as they are in the right situation, most of these changes have brought the danger of high capital investment in operations that are too small to carry such a load. Cattle feeding is becoming much more specialized and less flexible.

Airtight silos, automated feeding devices and modern buildings are all good advances. They reduce labor needs, make work easier and produce high-quality feed. But the operation must be big enough to justify their use.

In contrast to some of the large-capacity lots on the West Coast and even in some of the traditional western feeding states, Illinois is still primarily a place for small cattle feeders. Lots here are getting bigger more slowly. Nearly 90 percent of them feed fewer than 100 cattle a year, and only about one in 200 has more than 500 head. And yet Dr. Roy Van Arsdall, an agricultural economist at the University of Illinois, advises that few producers handling fewer than 50 head a year can justify new equipment or silos. Even a 100-head operation faces high unit costs for handling and storage.

Van Arsdall says that new feed lots with tower silos, cattle sheds and mechanical feeder units cost \$175 to \$200 a head space in 100-capacity lots. This cost declines from \$100 to \$125 in units that handle 1,000 head a year.

Add What's Happening With Beef - 4

Even so, bunk space must be full all the time to pay its way. Turnover, not mere bulk, is the key to profits these days.

While many owners are waiting for higher prices that may never come, cattle are getting bigger and bigger. And the heavier they are, the more it costs to add a pound of gain. It takes \$13.51 to add the first 100 pounds to an 835-pound two-year-old steer, but costs are more than doubled, at \$29.27, to add the fourth 100 pounds. And with top-quality tallow worth only about 5 1/2 cents a pound, butchers cannot afford to pay much for that extra fat which costs so much to put on.

Instead of going to market at a choice 950 to 1,050 pounds, too many steers are being offered at around the 1,200-pound mark and over. Average weekly weights in Chicago have been up around 1,200 pounds this year. They were down to about 990 pounds all through the early 1950s. Last March's record of 1,214 pounds was only one pound higher than the offering a week later.

University of Illinois research workers point out that, in comparable steers, 100 extra pounds of overall weight can mean a 1.4 percent loss of total products for the housewife-buyer. Also, with comparable steers, an extra inch of fat over the 12th rib can reduce total yield by 6.4 percent.

Therefore high numbers and heavy cattle are not the answer to current low profit margins. Once costs of gain get ahead of net returns, the more cattle you have, the greater the deficit. And with more states in the business, it is harder these days to forecast the future by the old supply and demand cycle.

But despite the tough situation on many Illinois feed lots, there is no doubt that this state will continue to hold its place among the nation's best beef producers. Prices could drop even to below \$20, but profits could still be raised. Specialists believe that a high turnover of lighter cheaper-to-finish steers could be the best immediate way out of current troubles. The cattle industry can hold and increase its leadership. Many feed-lot owners can develop profitable operations. In fact, some operators are making profits right now, and the best news for the rest is that, together with good management, science is providing the answers and guidelines for a better future.

SUPPLEMENT TO JUNE 1964 LETTER

HOW MILK PROTECTS AGAINST SR-90 FALLOUT

by Dean Nosker^{1/}

EDITOR'S NOTE: The following information was compiled, written, and illustrated in the fall of 1962 for use in a proposed U. of I. circular. The test ban treaty dictated that the circular not be printed. However, we felt that editors might find the material useful as background information on radioactive Sr-90. The information in this article has been checked and approved by a number of authorities, including C. L. Colmar, head of the Department of Physical Biology, Veterinary College, Cornell University; and Dr. J. Earl Smith, director of the Department of Health and Hospitals, St. Louis City Health Department. This article is a supplement to the June U. of I. Farm Editors' Letter.

Scientific research has turned up many new facts about the effects of fallout since the world was blasted into the nuclear age in 1945. These findings are changing some of the beliefs about fallout that scientists propounded soon after the first atomic bombs were exploded.

One of the most dramatic changes of thought concerns the role milk plays in the Strontium-90 fallout problem. At first accused as a major source of Sr-90 build-up in the body, milk now is benefiting from scientific research that shows just the opposite to be true.

In one of the giant paradoxes of modern time, research is proving that, while some Americans have consumed less milk because of the strontium scare, milk calcium has actually been protecting our population against Sr-90.

Here is what the latest scientific reports show about the relationship between Sr-90 and milk:

- ** A person can actually lower Sr-90 build-up in his body by drinking more milk.
- ** People receiving calcium primarily from plant sources are building up relatively more Sr-90 in their bones than those receiving calcium from milk.
- ** Increasing milk consumption, and thus increasing the calcium level, may check further Sr-90 buildup just as effectively as removing Sr-90 from milk by a costly process that could raise milk prices and discourage its consumption.

^{1/} Based on an interview with Dr. Bruce Larson, University of Illinois dairy biochemist.

THE UNITED STATES OF AMERICA

IN SENATE, JANUARY 1, 1911.

(Read twice.)

REPORT OF THE COMMISSIONER OF THE GENERAL LAND OFFICE, FOR THE YEAR 1910. (Transmitted to the Senate by the President of the United States, January 1, 1911.)

ALBANY: JAMES B. LEE, PRINTER, 1911.

THE COMMISSIONER OF THE GENERAL LAND OFFICE, UNITED STATES DEPARTMENT OF THE INTERIOR, WASHINGTON, D. C.

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ALBANY: JAMES B. LEE, PRINTER, 1911.

How Milk Entered the Fallout Picture...

There are several reasons why milk gained notoriety in the Sr-90 problem. Most important, Sr-90 is chemically similar to calcium and generally is found along with calcium in foods. Since the American public receives some 60 to 80 percent of its dietary calcium from dairy products, milk was naturally one of the first foods tested for Strontium-90. This initial attention generated public pressure to survey more milk. It hampered Sr-90 research in other foods.

But there are other reasons why dairy products have received more attention than other foods in the Sr-90 problem:

One of the first aims of scientists studying atomic radiation was to find an index by which Sr-90 levels in human bone could be estimated quickly. Milk and its products were a natural choice, since the majority of the dietary calcium in the United States comes from milk products. Also, it's a fairly simple matter to monitor milk for Sr-90 content, since representative samples are easy to obtain from different parts of the United States and the world. These factors helped to focus public attention on milk in the Sr-90 problem.

But another major contributor to the Sr-90--milk paradox in the United States has been the practice of governmental agencies to give only total levels of Sr-90 in milk and other foods in reports to the public. Granted, milk contains more Sr-90 per unit of weight than most other foods. However, research indicates that the total level of Sr-90 in milk is not a fair indication of its contribution to Sr-90 deposition in the body. That's because milk also contains a high level of calcium. Scientists now know that milk calcium has played an important role in lowering Sr-90 buildup in the body.

Milk Calcium Protects...

Chemically, Sr-90 and calcium are similar. However, the two elements differ physically, since Sr-90 is about two and one-half times as heavy as calcium. Fortunately, living systems prefer to use calcium. When animals eat foods containing both Sr-90 and calcium, the body discriminates against strontium by absorbing calcium. Apparently this discrimination is due to the difference in physical properties of the two elements.

The animal body discriminates against Sr-90 in the intestinal tract, the kidneys, the placenta and the mammary gland. Cows screen Sr-90 from plant foods they eat at three of these points. Because of this screening, the milk you drink contains only one-eighth as much Sr-90 per unit of calcium as was present in the cow's food.

The human system also discriminates against Sr-90. That is, the human intestinal tract and the kidneys absorb relatively more calcium than Sr-90 from foods containing both elements. Because of this discrimination, Sr-90 in foods exerts less effect when it is consumed with adequate calcium. That is, less Sr-90 is deposited when the calcium level is high than when it is low.

Since discovering calcium's role in controlling Sr-90 deposition in bones, scientists now know that the most accurate gauge of a food's Sr-90 potential is the ratio of calcium to Sr-90 in the food--not just the total level of Sr-90. This Sr-90 to calcium ratio is measured in strontium units. Basically

The first of these is the fact that the United States is a young nation. It is only about 150 years old, and its history is therefore a history of rapid growth and change. The second is the fact that the United States is a large nation. It covers a vast area of land, and its population is one of the largest in the world. The third is the fact that the United States is a diverse nation. It is made up of many different peoples, languages, and customs, and this diversity has been a source of strength and vitality for the country.

The fourth is the fact that the United States is a free nation. It is a country in which the people are free to express their opinions, to worship as they please, and to live as they see fit. This freedom has been a source of pride and honor for the United States, and it has been one of the main reasons for its success.

The fifth is the fact that the United States is a powerful nation. It has a large and strong army, a powerful navy, and a strong economy. This power has been a source of respect and admiration for the United States, and it has been one of the main reasons for its success.

The sixth is the fact that the United States is a peaceful nation. It has a long history of peace, and it has been one of the main reasons for its success. The seventh is the fact that the United States is a democratic nation. It is a country in which the people have the right to elect their representatives, and to have a say in the government. This democracy has been a source of pride and honor for the United States, and it has been one of the main reasons for its success.

THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. It is a story of a young nation that has grown into a powerful and respected country. It is a story of a people who have fought for freedom and democracy, and who have built a nation that is a source of pride and honor for all.

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the strontium unit method of measurement takes into account calcium's relationship with Sr-90--the fact that when the two elements are present in a food the animal body absorbs relatively more calcium and discriminates against Sr-90.

The following chart shows how reporting absolute levels of Sr-90 in foods can be misleading:

Average Total Sr-90 Levels and Strontium Units
in Foods, Chicago, 1961-62

Food	Sr-90 μpc/kg.*	Strontium units**	Food	Sr-90 μpc/kg.*	Strontium units**
Milk	6.3	5.9	Flour	5.5	27.5
Root vegetables	3.0	8.3	Canned fruit	1.1	22.0
Fresh vegetables	6.3	18.0	Fresh fruit	4.1	20.5

*Micromicrocuries for Sr-90 per kilogram of food.

**Micromicrocuries of Sr-90 per gram of calcium in the food.

The chart shows that milk contains more total Sr-90 than all but one of the other foods listed. However, when the relationship is shown in strontium units, milk shows less potential danger than any other food on the list. That's because the strontium unit method of measurement takes into account the amount of Sr-90 humans screen out of food in favor of calcium. Low-calcium foods allow more Sr-90 to deposit in bones and therefore show higher strontium-unit levels.

For example, during the Chicago surveys milk averaged 6.3 micromicrocuries of Sr-90 per kilogram compared with only 1.1 micromicrocuries in canned fruit. However, milk contains only 5.9 strontium units compared with 22 in the canned fruit.

The British have already set permissible dietary levels of Sr-90 in strontium units. The British public thus has a more realistic gauge of the Sr-90 problem than Americans have received from standards that are still based on the absolute level of Sr-90.

Sr-90 Discrimination in Plants...

Some plants also discriminate against Sr-90. But, because of their low calcium content, plants are potentially more dangerous Strontium-90 carriers than are dairy products.

When animals or people eat only low-calcium plant foods, the discrimination sites within the body absorb relatively more Sr-90. That's because adequate calcium is not available to replace the strontium.

Scientists estimate, for example, that in 1959 U. S. milk averaged eight strontium units. In the same year, potatoes and wheat averaged 50 and 100 strontium units respectively. Tests also indicate that the non-milk (or essentially plant food) portion of the U. S. diet contains almost twice as many strontium units as the average diet that includes milk. Therefore, it's logical to

assume that a person who eliminated milk from his diet would be consuming a much higher level of strontium units.

Does this mean that it is dangerous to eat some plant foods? No! Scientists are quick to point out that, at present, Americans need not be alarmed about the level of Sr-90 in any part of the nation's food supply. However, it is apparent that, if the calcium diet of the United States were shifted away from milk to cereal or vegetable products, the relative level of Sr-90 in the diet would increase.

Population Studies...

Strontium-90 has not fallen into a uniform pattern all over the earth. Most atomic detonations have taken place in the Northern Hemisphere, and that's where the majority of fallout has occurred. For this reason, the United States has received much more fallout than areas near the equator or most countries in the Southern Hemisphere with latitudes similar to those of the United States.

However, population studies show that, even though the U. S. has received four or five times as much fallout, U. S. bone levels of Sr-90 are only about double those found in the average plant-consuming cultures south of us. Carried a step further, this means that, if people in the United States had incorporated as much Sr-90 in their bones per unit of fallout as the average population to the south, U. S. Sr-90 bone levels would be about double what they are now.

Scientists attribute these differences in Sr-90 bone levels to differences in diet. Sr-90 buildup is highest in the plant-eating cultures of the world and lowest in the Northern Hemisphere nations, where animal product diets and milk are common. Population studies in various countries where the people live primarily on plant diets point out this difference vividly. For example, although the fallout has been less in San Juan, Puerto Rico, and Guatemala City, Guatemala, bone levels of Sr-90 were similar to those found in New York. In Recife, Brazil, the cumulative fallout has been about one-sixth that found in the eastern United States. Yet bone levels of Sr-90 are similar. Diets in rice-eating areas, such as Thailand, have averaged about three times as much Sr-90 per unit of fallout as diets in the United States.

These population studies on diets and bone levels of Sr-90 have strengthened milk's position as a protector against Sr-90. The studies further confirm the fact that the amount of Sr-90 deposited in bone depends on the amount of calcium consumed along with the Sr-90.

What About Sr-90 Removal...

Many scientists feel that removing Sr-90 from milk in peacetime would not solve the Sr-90 problem. There are also many who feel that removing Sr-90 would do more harm than good--that it could actually increase rather than lower Sr-90 buildup. This opinion is based on two assumptions: (1) that Sr-90 removal would undoubtedly lead to a boost in the price of milk and (2) that not all milk consumed by the public could be put through the Sr-90 removal process. The danger is that both of these factors could lead to a drop in total U. S. milk consumption.

Studies in various U. S. cities indicate that a 1 percent change in the price of milk causes a 0.5 to 1 percent change in consumption. Consider what

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would happen if milk were selling for 20 cents a quart and it cost an additional 2 cents a quart to remove Sr-90. This would cause a 10 percent price boost that could logically lead to a 10 percent drop in milk consumption.

Scientists believe that it would be impossible to remove Sr-90 from all milk used by the American public. Large milk plants serving the nation's cities would be in the best position to carry out the removal process. But many smaller milk plants serving rural communities would find it more difficult. And farm families who drink milk produced at home would find it impractical to remove the Sr-90.

The adverse publicity created against milk in a Sr-90 removal campaign would undoubtedly cause a drop in consumption among those people who would not have easy access to milk that was free of strontium. Since milk supplies some 60 to 80 percent of the U. S. dietary calcium, a drop in milk consumption could logically lead to a drop in calcium intake and a corresponding boost in the total strontium-unit level of the American diet.

But the real argument against removing Sr-90 from milk is that nearly the same results could be obtained simply by increasing milk consumption. The higher rate of calcium a milk consumption boost would contribute to the diet would be just as effective in protecting against Sr-90 as removing the Sr-90 and causing a drop in consumption.

References

Data on Sr-90 levels in foods and reports on research investigations appear in various reports from government laboratories in the United States and other countries. Most of the information contained in the following can be found in more readily available sources.

Libby, W. F. Bone Doses From Sr-90. Proceedings of National Academy of Sciences, 45, 245. 1959

Larson, B. L. and K. E. Ebner. Significance of Sr-90 in Milk. Journal of Dairy Science, 41, 1647. 1958

Kulp, J. L. and A. R. Schulert. Strontium-90 in Man. V. Science, 136, 619. 1962.

Wasserman, R. H. and C. L. Comar. Agr. and Food Chem., 9, 113. 1961.

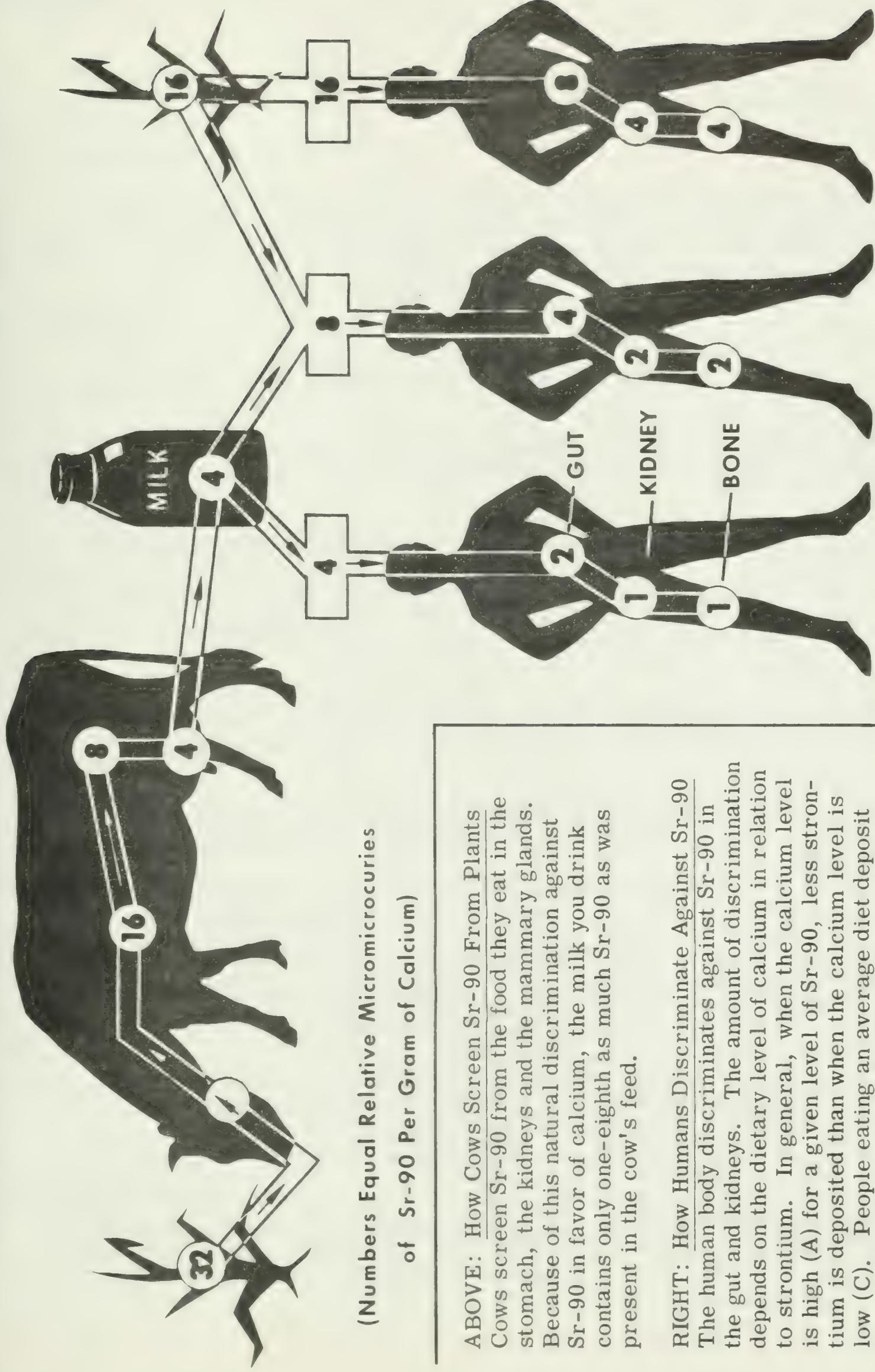
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Kulp, J. L., R. Slakter and A. R. Schulert. Strontium-90 in Food. Agr. and Food Chem., 7, 466. 1959.

Bartlett, R. W. University of Illinois Department of Agricultural Economics, Publication No. 2, 14. 1961.

HOW COWS SCREEN SR-90 FROM PLANTS

HOW HUMANS DISCRIMINATE AGAINST SR-90



(Numbers Equal Relative Micromicrocuries
of Sr-90 Per Gram of Calcium)

ABOVE: How Cows Screen Sr-90 From Plants
Cows screen Sr-90 from the food they eat in the stomach, the kidneys and the mammary glands. Because of this natural discrimination against Sr-90 in favor of calcium, the milk you drink contains only one-eighth as much Sr-90 as was present in the cow's feed.

RIGHT: How Humans Discriminate Against Sr-90
The human body discriminates against Sr-90 in the gut and kidneys. The amount of discrimination depends on the dietary level of calcium in relation to strontium. In general, when the calcium level is high (A) for a given level of Sr-90, less strontium is deposited than when the calcium level is low (C). People eating an average diet deposit about one-half as much Sr-90 in their bones as people on a plant food diet. Because of the differences in the types of plants consumed and preparation for human consumption (washing, husking, etc.), plant foods consumed by humans tend to contain less Sr-90 than plant foods consumed by cows.

June 1964, No.76

June Is Dairy Month...

Since June is designated officially as National Dairy Month, we've highlighted the dairy industry, particularly dairy research, in this issue. Our visiting professor from Australia, Colin Webb, has taken a look at the dairy industry in Illinois, and his report is enclosed along with three special news stories.

Events Coming Up...

Production Credit Association Fieldman's Conference, June 1-2. U. of I., Illini Union Building.

Tour of Dixon Springs Experiment Station, June 11-12. Summer tour of the Illinois Society of Professional Farm Managers and Rural Appraisers, Robbs, Illinois.

Agronomy Field Day for June and July:

June 11--Brownstown Experiment Field, Fayette County, 9:30 a.m.
Major research: What's new in small grains, forage and fertility, weed chemicals; mechanical vs. chemical control.

June 12--Toledo Experiment Field, Cumberland County, 1:30 p.m.
Major research: Time and rate of fertilizer application.

June 15--Newton Experiment Field, Jasper County, 1:30 p.m.
Major research: "Slick spots" on Cisne soils.

June 19--Carbondale Experiment Field, Jackson County, 1:30 p.m.
Major research: Deep tillage.

July 1--DeKalb Experiment Field, DeKalb County, 1:00 p.m.
Major research: Chemical vs. mechanical cultivation; quackgrass and Canada thistle control; new oat variety (Brave); fertilizer rate, application studies.

July 2--Hartsburg Experiment Field, Logan County, 1:30 p.m.
Major research: Continuous corn, soybeans or wheat vs. rotation; high fertility under rotation; "all-out" soil treatment using manure.

Research in Progress...

Some cows in the U. of I. dairy herd may feel that they could qualify for an Oscar by this time next year. And with good reason. They should be the most frequently photographed animals in the country.

Dear Mr. [Name]

1000 [Address]

I am writing to you in regard to the [subject] which you have mentioned in your letter of the 10th inst. I am sorry that I cannot give you a more definite answer at this time, but I am sure that you will understand my position.

Sincerely,
[Signature]

Very truly yours,
[Signature]

I am sure that you will understand my position. I am sorry that I cannot give you a more definite answer at this time, but I am sure that you will understand my position.

Very truly yours,
[Signature]

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The cows will be used to further test an experimental automatic feed metering device that has successfully delivered accurate amounts of grain to dairy cows on the basis of how much water they consumed.

The dairy scientists use the correlation between milk production and feed and water consumption to calibrate the automatic feeder. The new studies will test the machine's ability to accurately feed groups of cows. All previous work with the device has been done with individuals.

Here's how the cameras will help in the study: As a cow moves into the stall containing the automatic feeder, she will trigger a camera which will photograph her, a time clock, the water meter and other important gauges.

The cow will trigger the camera again as she moves away from the automatic feeder. As a result, the researchers will know what time the cow ate, how much water and feed she consumed and how long she was in the feeder.

Dairy scientists and agricultural engineers will use 20 cows in the study. Ten cows will use the machine as their only grain source. The ten control cows will be fed by hand. The groups will be interchanged periodically to improve the precision of the test.

If these studies show that the machine can successfully handle 10 cows at one time, all 20 of the animals will be turned into the lot to see how the device handles even larger groups of cattle. Final results won't be available for some months. (HDN)

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The effects of pesticides on animal cells will be studied by U. of I. dairy biochemists. First experiments will be with bull sperm cells (primarily because there is no division in these cells). Later studies may concern cells of the mammary glands and kidney.

This is one of the few on-going studies that brings the study of pesticide effects down to a cellular level. The U. of I. scientists will work to discover the effects of pesticides on cellular metabolism. (HDN)

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The incidence of udder edema in milk cows is under study in the U. of I. Dairy Science Department. Some cows in the university herd have been under study for three lactations. The dairy researchers want to find out just how big a problem udder edema is in reference to breed, lactation, diet, etc., and whether cows tend to repeat once they have the disease. The researchers are rating the degree of edema in cows at 1, 3, 7 and 30 days after calving. (HDN)

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The effects of aging in stored sperm cells are being studied by U. of I. dairy physiologists for artificial insemination. The researchers are working with an Ohio breeding cooperative in keeping records of embryo and fetal mortality rates at 60 and 180 days after conception. Some studies to date indicate that semen may lose viability after long periods of storage. (HDN)

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THE COMMISSION

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THE COMMISSION

A synthetic lysine suitable for food supplementation is the objective of other dairy biochemistry research. Lysine is an essential amino acid that must be supplied in the diet of all higher animals, including man. However, the valuable amino acid makes up only a small part of some common vegetable proteins. This makes the lysine problem a critical one, since perhaps two-thirds of the world's population exist on predominantly vegetable diets. (HDN)

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Results with silage made from mature corn chopped and ensiled on November 11 were good enough to warrant a full-scale study this fall and winter. Dairy scientists point out that making silage at the normal time and then refilling the silo with mature corn in late November or early December could extend the dairyman's hay supply considerably. This fall researchers will test silage cut at four different stages of maturity. (HDN)

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A method for studying and recording the total metabolism of small animals for indefinite periods has been designed by dairy scientists. Previous equipment has allowed such studies to continue for only a few days at a time.

During the study a live sheep will live and be observed in a totally enclosed glass chamber. The animal's reactions to changes of diet and other environmental factors will be studied. Some products of metabolism will be recorded directly onto graphs; carbon dioxide breathed out will be collected; and other products, such as the feces, will be collected for quick analysis. The apparatus will be used for the first time this fall. (CW)

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Dairy biochemists are still probing into the secrets of milk production with the aid of mammary gland cell cultures--some of which have been living and reproducing in laboratory test tubes for more than 2 1/2 years.

A liquid medium in the test tube or flask supplies the nutrients that the cells would ordinarily get from the blood stream of the living animal. The cell cultures are kept in an incubator at body temperature. When the flasks become crowded with too many growing cells, some are removed to start new daughter cultures.

The U. of I. researchers want to know what actually goes on in the secretory cells of the mammary gland. For example, how do the genes, hormones, enzymes, etc., control the operating mechanisms within the individual cell? How are the nutrient molecules utilized for energy? How are they rearranged to form the constituents of milk? (HDN)

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A \$40,000 USDA grant will enable dairy researchers to continue their study of low-fat milk caused by feeding high-grain, restricted-roughage rations. U. of I. research indicates that the low-fat problem can be corrected by adding bicarbonate to the dairy ration at the rate of 1/2 to 1 pound per day. (HDN)

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U. of I. dairy technology researchers are investigating how the breakdown of milk fat by either natural or added enzymes influences cheese flavor. Some authorities have said that adding an enzyme to breakdown the fat in pasteurized milk could improve Cheddar cheese. However, U. of I. researchers find that added enzymes do not improve Cheddar flavor and that fat breakdown occurs after pasteurization even with no added enzyme. Studies to find the cause of this fat breakdown in pasteurized milk are being continued. (JEW)

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Determining the exact influence of the steps in cheesemaking on the growth of bacteria is another problem on which dairy technologists are working. The flavor of cheese depends largely on the growth of selected microorganisms. However, harmful organisms, such as *Staphylococcus aureus*, must be excluded. Studies of heat, salt and other factors involved in cheese as they affect the growth of *Staphylococcus aureus* and cheese starter cultures are being continued. (JEW)

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Why can some bacteria that limit milk storage life grow at refrigerator temperatures? The answer to this question is another goal of U. of I. dairy technologists. The researchers have undertaken a comparative study of bacterial "twins," identical in almost all respects except temperature of growth. The researchers hope that this study will find the factor or factors that enable the bacteria to resist cold. (JEW)

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A method for sampling the gaseous products above cans containing concentrated or evaporated milk has been developed by U. of I. dairy technologists. They are using gas chromatography to identify the products in the cans. They will use the samples to study deterioration of stored dairy products. (JEW)

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U. of I. agricultural economists plan to compare the incomes from farms supporting different soil types. The farms used eight rotations with either contour cultivation or straight-row farming on Swygart soils. Annual yield changes, if any, due to soil loss associated with each cropping system were estimated from agronomic data. The cumulative net incomes for the farms were estimated for a 50-year period and were based on a constant price. (WDB)

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Fringe benefits farmers might expect from operating their farms as corporations are being determined by agricultural economists. The research includes studies of pension plans, stock options, sick-pay plans, hospital insurance plans, group life insurance, etc. The report will point out which fringe benefits normally used by industry are practical and feasible for farmers. The value of such benefits will also be compared with the costs of corporate operation. (WDB)

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Pesticide usage in the United States is also of interest to U. of I. agricultural economists. Using economic theory and pesticide information collected from government and private agencies, they hope to build an economic model which can be used to evaluate the social costs and benefits of pesticides and to develop an approach to public policy with respect to pesticides. (WDB)

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Preliminary data from an agronomy forage study showed that oats responded more to phosphate fertilizer than did companion alfalfa seeding on a soil which tested low in available phosphorus. The research indicated that placing forage seed in the row with the companion crop was particularly detrimental under these conditions.

Agronomists now want to investigate the feasibility of making phosphorus and potassium more readily available to legumes in grass-legume mixtures. Research indicates that in southern Illinois grasses protect legumes from winter-heaving, but compete strongly for available nutrients. (JJF)

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Agronomists are trying to learn whether the phosphorus and potassium contents of forage from an established stand of alfalfa can be used to predict the response to topdressings of these nutrients. They are obtaining plants for the study from experimental plots which are being used to test responses to phosphorus and potassium at different rates of application. (JJF)

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Maximum returns from oats grown as a companion crop in legume establishment are another agronomy department goal. Some evidence suggests that these oats may be more profitably used for forage than for grain. U. of I. tests were started to examine which varieties, cutting dates and management practices might give highest returns from oats grown as forage. (JJF)

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The effects of planting rates and crop patterns are also under study in the U. of I. Agronomy Department. Pattern studies with corn will emphasize genotype categorization. Researchers will also evaluate single- and multi-plant hills at extremely high planting rates and fertility levels. (JJF)

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A plant growth-retarding chemical is being used by agronomists in an attempt to increase the leaf-to-stem ratio in alfalfa and boost the plants' feeding value. Plants treated with the retardant were shorter than normal and supported a denser foliage. Precise measurements are needed to determine the nature of the altered plant growth. Yield and protein determinations did not indicate a practical advantage for spraying with the growth retardant. (JJF)

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THE PROPOSED CONSTITUTIONAL AMENDMENT

The proposed constitutional amendment is intended to provide for the election of the President and Vice President by the people of the United States. It is proposed that the President and Vice President be elected for a term of four years, and that they be eligible for re-election only once.

ARTICLE I

Section 1. The legislative power shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors of the most numerous Branch of the State Legislature.

ARTICLE II

Section 1. The executive Power shall be vested in a President of the United States of America. He shall hold his Office for a Term of four Years, and shall be eligible for Re-election only once.

ARTICLE III

Section 1. The judicial Power shall be vested in one Supreme Court, and in such inferior Courts as the Congress may from time to time ordain and establish.

ARTICLE IV

Section 1. The United States shall guarantee to every State in this Union a Republican Form of Government.

ARTICLE V

Section 1. The Congress, whenever two thirds of both Houses present, shall propose Amendments to this Constitution, which shall become valid as part of the Constitution when ratified by the Legislatures of three fourths of the several States, or by Conventions in three fourths thereof, as the one Mode of Ratification may be proposed by the Congress.

ARTICLE VI

Section 1. This Constitution, and the Laws of the United States which shall be made in Pursuance thereof, and all Treaties made, or which shall be made, under the Authority of the United States, shall be the supreme Law of the Land.

Available Publications...

AGRICULTURAL ECONOMICS

AE-3999 Emerging Patterns of Feedlot Management in the Midwest. Roy N. Van Arsdall.
20 pages.

S-1964 Making Effective Use of Farm Budgets. J. M. Holcomb. 10 pages.

Economics for Agriculture:

RL 11 Characteristics of Adopters of New Farm Ideas. H. J. Schweitzer. 2 pages.

Current Comments on Egg and Poultry Marketing:

25, 26 A Balance Sheet. R. P. Bentz. 2 pages.

Farm Management Facts and Opinions:

64-6 Are Farmers Fully Employed? A. G. Mueller. 1 page.

64-7 Income Opportunities of Farm Recreation Enterprises. E. L. Sauer. 1 page.

64-8 Farm Records Give Livestock Producers Message. D. F. Wilken. 1 page.

64-9 The New Wheat Bill. D. E. Erickson. 1 page.

AGRONOMY

M-37 Plant Respiration. J. B. Hanson. 5 pages.

Agronomy News:

267 Spring Wheat Recommendations for 1964. W. D. Pardee.

268 Terms for Nutrients. S. R. Aldrich.

269 Has the Fertility Quack Called on You? S. R. Aldrich

270 Any Changes in Corn-Growing Practices for 1964? S. R. Aldrich.

271 How Well Do Your Soybeans Germinate This Year? W. D. Pardee.

272 Pre-Emergence Herbicides for Corn - 1964. Ellery L. Knake.

273 Controlling Weeds in Soybeans - 1964. Ellery L. Knake.

274 Watch Out for Sorghum Almum. W. D. Pardee.

ANIMAL SCIENCE

C-888 Recommendations for Housing and Management of Layers. H. S. Johnson,
S. F. Ridlen. 4 pages.

Journal of the

Board of Directors

Meeting held at the office of the President, on the 1st day of January, 1901.

Present: Messrs. [illegible] and [illegible]

Minutes of the last meeting read and approved.

Report of the Treasurer, Mr. [illegible], read and approved.

Report of the Secretary, Mr. [illegible], read and approved.

Report of the Committee on Finance, Mr. [illegible], read and approved.

Report of the Committee on Legislation, Mr. [illegible], read and approved.

Report of the Committee on Education, Mr. [illegible], read and approved.

Report of the Committee on Public Affairs, Mr. [illegible], read and approved.

Report of the Committee on Social Work, Mr. [illegible], read and approved.

Report of the Committee on Labor, Mr. [illegible], read and approved.

Adjourned.

Attest: [illegible] Secretary

Witness my hand and seal this 1st day of January, 1901.

[illegible] President

[illegible] Vice President

[illegible] Treasurer

[illegible] Secretary

[illegible] Committee on Finance

[illegible] Committee on Legislation

[illegible] Committee on Education

[illegible] Committee on Public Affairs

[illegible] Committee on Social Work

[illegible] Committee on Labor

[illegible] Committee on Finance

DAIRY SCIENCE

EE0-1 How Milk Protects Against SR-90 Fallout. Dean Nosker.

ENTOMOLOGY

C-887 Keep Outdoor Pests Out of Your House. H. B. Petty, S. Moore. 4 pages.

HORTICULTURE

C-886 PLANT REGULATORS: Their Use as a Hobby. J. D. Butler, J. B. Gartner.
15 pages.

PLANT PATHOLOGY

101 (revised) The Barley Yellow Dwarf Virus Disease of Small Grains. H. Jedlinski,
M. C. Shurtleff, C. M. Brown. 4 pages.

950 Verticillium Wilt of Eggplant, Tomatoes, Peppers, and Other Vegetables.
M. C. Shurtleff, M. B. Linn. 4 pages.

FARM EDITORS' ORDER SHEET

If you would like any of this month's listings, please return to address below by June 20.

Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois 61803

June 1964, No. 76

Please send the following items circled below:

AGRICULTURAL ECONOMICS: AE-3999, S-1964.

Economics for Agriculture: RL 11

Current Comments on Egg and Poultry Marketing: 25, 26

Farm Management Facts and Opinions: 64-6, 64-7, 64-8, 64-9

AGRONOMY: M-37

Agronomy News: 267, 268, 269, 270, 271, 272, 273, 274

ANIMAL SCIENCE: C-888

DAIRY SCIENCE: EEO-1

ENTOMOLOGY: C-887

HORTICULTURE: C-886

PLANT PATHOLOGY: 101 (revised), 950

Remarks _____

Name _____ Publication _____

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For Release Week Of June 22, 1964

U. of I. Dairy Researchers
Test Silage From Mature Corn

TUCSON, ARIZONA--Silage made from mature corn chopped and ensiled on November 11 showed promise for extending the dairy roughage supply in recent University of Illinois tests.

U. of I. dairy cows ate 16.6 pounds daily of the experimental silage compared with 16.1 pounds daily of conventional silage which was ensiled on September 27. Dry matter content at harvest time was 31.5 percent for the control silage and 54.9 percent for the experimental silage.

Digestion trials showed the regular silage to be superior to the "mature" silage in dry matter and protein digestibility. Cows fed the mature silage maintained milk production as well as cows on the control silage.

Reporting the research this week at the annual meeting of the American Dairy Science Association, U. of I. researchers J. H. Byers and E. E. Ormiston emphasized that results of the test were based on a limited study which was aimed at getting a preliminary check of mature corn silage feeding potential.

However, the results were good enough to warrant a full-scale study this fall and winter. Byers noted that making silage at the normal time and then refilling the silo with mature corn in late November or early December could extend the dairyman's hay supply considerably.

In the U. of I. tests, the control silage yielded 13,985 pounds of dry matter per acre compared with 13,411 pounds for the experimental silage.

Byers said the 574 pounds of dry matter lost in the mature corn probably was due to the number of leaves lost and the amount of "downed" stalks that the forage chopper couldn't pick up.

Further work is planned with the experimental forage this fall. U. of I. researchers will test silage cut at four different stages of maturity.

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This Story Will Be Released To Our Regular
News Outlets The Week Of June 22, 1964

UI Research Shows Bicarbonate Boosts
Milk Fat In High-Concentrate Rations

URBANA--As the production level of dairy cows increases, the need for more concentrated, high-energy rations is inevitable.

This calls for higher levels of grain feeding. And, as the old phrase goes, "There's the rub." High-grain, restricted-roughage feeding results in the long-known, poorly understood phenomenon of low-fat milk.

The reason for the low-fat problem is still not fully understood. However, University of Illinois dairy scientists have shown that it can be prevented by adding bicarbonate to the ration at a rate of 1/2 to 1 pound per day. The U. of I. research also strongly suggests that bicarbonate feeding will correct a low-fat milk once it has occurred.

Dairy researcher Carl Davis says the Illinois study supports previous findings which indicate that the low-fat problem is tied in with a reduction of saliva output in cows fed a low-roughage ration.

A cow fed normal amounts of roughage will produce about 120 pounds of saliva per day. Under a high-grain, low-roughage ration, this total is slashed to about 60 pounds per day.

Since saliva acts as a buffering agent, rumen propionic acid content increases as saliva flow into the rumen decreases. The higher than normal levels of propionic acid work against milk fat synthesis.

Adding bicarbonate in sufficient quantity compensates for the reduced saliva output and creates a condition within the rumen similar to that found when normal rations are fed.

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The first U. of I. research with high-concentrate rations involved 12 Holstein cows. During the first two weeks of the study, half of the cows received free-choice alfalfa hay and grain. The other six cows were fed as much grain as they would eat (about 33 pounds daily) and alfalfa hay at the rate of five pounds per day.

After two weeks, milk fat content was 3.51 percent for cows receiving as much hay as they wanted, compared with only 1.70 percent for cows getting five pounds of hay.

U. of I. researchers then broke the high-roughage cow group into two sub-groups. Hay consumption for both sub-groups was dropped to five pounds daily, with one group receiving one pound of sodium bicarbonate per day.

The group fed sodium bicarbonate maintained a butterfat production of 3.22 percent. Milk fat content dropped to 1.74 percent for the cows receiving no bicarbonate.

Davis points out that Brown Swiss cows used in a later study refused to eat grain with bicarbonate added at a level of one pound per day. When researchers dropped the bicarbonate level to one-half pound daily, cows ate the grain and showed a significantly higher fat test than cows not receiving bicarbonate. However, the fat test was somewhat lower--4.1 percent as compared with 4.3 percent for cows on a normal ration.

Davis points out that the U. of I. studies do not explain the basic cause for low-fat milk production from cows fed a high-concentrate diet. Work to date merely provides further evidence that the rumen acids are involved.

A recent \$40,000 USDA grant will enable U. of I. researchers to probe even deeper into the phenomenon during the next two years.

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Sweetening Agents Improve Calf Starter
Consumption In UI Early Weaning Study

URBANA--University of Illinois dairy researchers recently demonstrated that early weaning at 28 to 35 days could chop \$4.75 off the cost of growing a calf to 12 weeks of age.

Now U. of I. research shows that dairymen can improve early weaning rations even more by adding a sweetening agent which promotes early consumption of dry feed--the critical hurdle in any early-weaning program.

Dairy researcher Ken Harshbarger said molasses, dextrose or sucrose added at a rate of eight percent proved about equal in boosting the palatability of calf starter rations.

During the 12-week test, calves ate 211 pounds of sweetened ration compared with 182 pounds of non-sweetened starter. Calves on sweetened rations were fed 248 pounds of milk. Calves on regular received 252 pounds.

Average daily gain was 1.46 pounds per day for calves on sweetened starters and 1.33 pounds daily for calves on regular starter rations.

Total feed cost at 12 weeks of age was \$17.04 for sweetened rations and \$16.29 for the regular starter. This broke down to an average feed cost per pound of gain of about 14 cents for the sweetened ration compared with 14.7 cents for calves on the control ration.

Harshbarger cited the earlier U. of I. study in which calves were weaned at 28 days after consuming about 220 pounds of whole milk. Calves in a control group were weaned at 56 days after consuming nearly 360 pounds of milk.

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The only difference between the two groups at the end of the test was the higher feed costs (up \$4.75) for the calves weaned at 56 days. The research showed no significant differences in total gain, heart girth size, height at wither or feed intake.

In more recent tests, calves weaned at 56 days made an average daily gain of 1.38 pounds at a feed cost of 18 cents per pound of gain. Total feed cost to 56 days was \$21.04. The starter ration in this test was sweetened with molasses.

Harshbarger explained that U. of I. milk feeding schedules for early weaned calves are based on calf birth weights rather than on dairy breed.

The Illinois researchers believe the variation in birth weights of calves within breeds is large enough to justify a flexible milk feeding schedule for each calf.

The U. of I. milk feeding schedule provides daily milk consumption at the rate of 8, 9, 10, 9 and 5 percent of the birth weight in the first, second, third, fourth, and fifth weeks respectively.

Harshbarger pointed out that, even though most calves can be weaned at four weeks of age, it's best to feed a small amount of milk during the fifth week to help them make a smooth transition from milk to dry feeds.

WHAT'S HAPPENING IN DAIRYING IN ILLINOIS?

Colin Webb^{1/}

More people are using milk in Illinois every year, but the state is in no danger of being short of home-grown dairy products despite the 2 1/2 million more people and the 3/4 million fewer cows since 1946.

Population will keep on rising but "cow numbers could continue to shrink during the next few years, although probably at a slower rate," says K. E. Harshbarger, University of Illinois dairy specialist. Despite this "more-of-this and less-of-that" consumer-producer situation, the dairy industry's income and production have kept remarkably steady.

Sales of dairy products brought dairymen \$157 million in 1961, \$153 million in 1962, and \$150 million last year, when drought cut yields in some areas. Milk production in those years was, respectively, 4,269, 4,258, and 4,113 million pounds. "And no other farm product seems likely to provide a more dependable income in the future," declares L. H. Simerl, University of Illinois extension economist.

Last year's Illinois Farm Bureau Farm Management records showed a return of \$171 for every \$100 of feed used for dairy cattle. This amount was much higher than the \$141 for poultry, \$131 for hogs, \$117 for beef-cow herds and \$88 for bought feeder cattle.

The potential for keeping the milk pails filled is high too, even with the declining number of milkers. Many more cows could easily be carried in Illinois if necessary. Main reasons for the present stability and future possibilities are the greater efficiency of today's dairyman and associated with this, more milk from the average cow.

In this process, dairying has become much more specialized during the recent years. Feed is still produced for the herd on most dairy farms, but cows are now integrated in the whole operation--they are not just the small sideline they used to be on many properties. Herds are larger. Farms are bigger too. Machines are doing most of the physical work. The farmer's skill as manager is much more important these days than is his mere strength or even his ability to do a job well in the parlor, barn or field.

Capital values of property and stock, and consequent interest bills, are much higher than they used to be. Herd numbers are being increased to reduce unit costs. The small herd of four or five cows, once typical of nearly every farm, has almost disappeared. In fact, dairy cows are kept on only about one in every three of the farms in Illinois. As for the rest, Bossy doesn't live there any more. She's lonely, too, on the many farms which keep only a family cow. Only about one-quarter of the state's farms have milk products for sale.

Milkers are fewer in every county except Clinton, where a solid group of farmers of German descent are holding their own on the production line. Urban spread and intensive vegetable growing are pushing dairy farms away from Cook County

^{1/} Visiting Professor, Agricultural Communications, Melbourne, Australia.

and other near-Chicago areas, but modern transport and storage keep the milkman on schedule. Cook County lost 7,127 cows and 471 dairy farms between 1954 and 1962, being left with 2,747 cows and only 165 dairy farms. Some dairymen have switched their operations to beef. Some are concentrating on growing corn, and others have quit farming. But those who are left have increased production per farm considerably.

In 1963 about 76,000 pounds of milk were collected on the average dairy farm in Illinois. In 1945 this figure was only about 34,000 pounds. This high production rise is associated with an important trend toward keeping more and better records. A cow has to prove her worth in dollars today. Good looks and sentiment are not enough to keep her in the herd.

Last year the Illinois Dairy Herd Improvement Association tested 65,317 cows in 1,515 herds--more than 2,100 above the previous year's record and the highest proportion yet under test in the state. DHIA numbers have risen steadily from the 11,400 cows tested in 1945, and there were fewer than 58,000 only five years ago.

Developed by J. G. Cash, University of Illinois professor of dairy science extension, the recently launched Weigh-a-Day-a-Month program has brought nearly 300 more known herds under record in addition to pinpointing still more low-producing cows for the cull pen.

Illinois DHIA operators averaged more than 11,000 pounds of milk a cow last year. The 1963 state average of 8,160 pounds was well ahead of the national figure of 7,500 pounds. "This gain is due mainly to better management," said Harshbarger recently. "The entire U. S. dairying industry should reach that potential by 1976 if dairymen make use of present management and disease control knowledge," he claimed.

Availability of modern computing equipment will enable even more useful information to be obtained from DHIA records. In the meantime these records are revealing many interesting facts. For instance, the Holstein, always the most popular breed, is still way out in front, having 82 percent of all cows on test compared with 79 percent in 1960-61. The Guernsey comes next, but is well back with a little over 8 percent, and the Brown Swiss is third with less than 5 percent. The Jersey comes in fourth.

Among DHIA members, some 65 percent of herds breed more than three-quarters of their cows artificially. Throughout the state's herds, fewer than half of the cows--some 37 percent--are bred in this way. The bull is still king of most Illinois herds, but his services are no longer exclusive.

About 68 percent of DHIA members use corn silage only, 38 percent have mechanical silage unloaders, more than 60 percent operate hay conditioners, and 90 percent use bulk tanks.

The value of herd test figures has become increasingly important with the need for high production to meet today's heavy capitalization for modern structures and labor-saving machinery. "Today's emphasis must be on uniformly high production and efficient use of labor," state the specialists. Harshbarger suggests that one man should handle enough high-producing cows to produce and sell 500,000 to 700,000 pounds of milk a year.

Dairy farm structures have not changed as much as those in some other livestock industries, but the typical old two-storied barn with the feed stored on top and the cows living below has given way to the tower silo serving forage for the herd housed in a nearby low building.

Top managers fill their silos two or three times a year to spread rising capital costs by keeping costly structures working. Hay silage is fed over the summer, and silos are filled with corn silage in September. Large storages enable farmers to cut their crops at the nutritive peak and feed the material out later.

DHIA records highlight the value of large amounts of grain for dairy cows, but they also warn that, under present conditions, the maximum could have been reached. The addition of 600 pounds of milk and 23 pounds of butterfat to the average production per cow between 1961 and 1963 was the greatest increase ever recorded in the history of Illinois DHIA record-keeping. A further study of 113 Holstein herds under test has shown that the average ration of nearly 4,000 pounds of grain per cow in 1961 produced three pounds of milk per pound of grain fed and 4,775 pounds in 1962 produced 2.7 pounds of milk per pound of grain fed. However, the efficiency dropped to 2.3 pounds when 5,573 pounds of grain was fed last year, showing that the point of diminishing returns had been equaled, or possibly exceeded.

The University of Illinois has devised an automated system of removing feed from storage, blending the various ingredients, and conveying the complete ration to the feed bunk. On the assumption that the amount of water a cow drinks can be used to control the amount of grain she receives, the mechanical feeder allots grain in proportion to the volume of water used.

Group handling of cows according to their age, level of daily production and stage of pregnancy is being advocated for housing, milking, and feeding, the rations being varied according to the needs of each group.

As herd size has increased, walk-through milking parlors have gone out of fashion. The herringbone design is popular where each operator has no more than four milking units, or preferably three.

Loafing stalls, used more in the western dairying states than elsewhere, are beginning to replace the open loafing barn for some Illinois herds. The stalls save labor and bedding but should be cleaned twice a day. Alleys should be cleaned once a day. Engineers claim that suitable design cuts cleaning time to 20 minutes a day.

Slatted floors are also appearing in some parlors. Chemical methods of treating the manure--once an asset but often an embarrassment these days--are being investigated.

Milking machine efficiency is also getting attention. University of Illinois specialists have developed an inexpensive device which farmers can make to check their machines. Necessary adjustments can be made by a company representative.

The role of management in connection with the control of mastitis and nutritional diseases, such as milk fever and blood sugar level, is also being investigated.

The catalase and California tests are giving farmers a good chance to detect mastitis early, and the heavy barn feeding of grain as well as the use of legume-grass mixtures keeps bloat in check.

The state has recently become a modified certified brucellosis-free area, and a widespread government-sponsored veterinary check keeps herds free of tuberculosis.

Illinois scientists are doing outstanding work of widespread significance on such fundamental problems as artificial breeding, new concepts of heredity, genetical studies with halfbred calves, and the biochemistry of digestion.

In the marketing field, refrigerated storage and transport are well-established assets. Great skill is needed to present milk and milk products to customers against strong competition from substitutes.

Dr. R. W. Bartlett, University of Illinois dairy economist, suggests that price changes are a greater factor in dairy sales in some specific cases and regions than they were once thought to be.

Consumption of butter has continued to decline since the 1930s. It has never recovered from the decrease in use due to high prices during World War II. Average purchase dropped from 19 pounds a head in the 1930s to 11 pounds in 1945 and to only seven pounds last year. Since 1945, margarine sales have increased from four to nearly 9 1/2 pounds a head. Use of other dairy products has declined too.

However, with the rising population increased popularity of ice cream, cheese, and cottage cheese has helped to maintain a steady demand for milk in Illinois. Last year's sales of frozen dairy desserts totaled about 5 1/3 gallons a head compared with 4 1/2 gallons in 1945. Cheese consumption has risen from 6.7 pounds a head in 1945 to 9.3 pounds, and cottage cheese use has remained at a level of 4.5 to 4.75 pounds a head for the past few years compared with 2.6 pounds in 1945.

To maintain dairy sales, such organizations as the American Dairy Association and the National Dairy Council have made some excellent promotion efforts. "Captive" stores appear to have had the most success in stimulating milk sales by reducing producer-to-customer distribution costs. These stores sell only dairy products. In some cases they have reversed the trend in which the supermarkets were capturing trade from specialized retailers.

The USDA predicts that by 1968 64 percent of the nation's cows will be in herds of 30 or more animals. "If this trend continues, the figure could reach 90 percent by 1976," says Harshbarger. The Illinois dairying industry could follow this national trend. However, it is certain that any such specialization will be accompanied by increasingly better management and scientific advances in all sections of the industry.

Since dairying is flexible as well as stable, it is certain that the industry will adapt itself to the demands of the future.

SUPPLEMENT TO JUNE 1964 LETTER

HOW MILK PROTECTS AGAINST SR-90 FALLOUT

by Dean Nosker^{1/}

EDITOR'S NOTE: The following information was compiled, written, and illustrated in the fall of 1962 for use in a proposed U. of I. circular. The test ban treaty dictated that the circular not be printed. However, we felt that editors might find the material useful as background information on radioactive Sr-90. The information in this article has been checked and approved by a number of authorities, including C. L. Colmar, head of the Department of Physical Biology, Veterinary College, Cornell University; and Dr. J. Earl Smith, director of the Department of Health and Hospitals, St. Louis City Health Department. This article is a supplement to the June U. of I. Farm Editors' Letter.

Scientific research has turned up many new facts about the effects of fallout since the world was blasted into the nuclear age in 1945. These findings are changing some of the beliefs about fallout that scientists propounded soon after the first atomic bombs were exploded.

One of the most dramatic changes of thought concerns the role milk plays in the Strontium-90 fallout problem. At first accused as a major source of Sr-90 build-up in the body, milk now is benefiting from scientific research that shows just the opposite to be true.

In one of the giant paradoxes of modern time, research is proving that, while some Americans have consumed less milk because of the strontium scare, milk calcium has actually been protecting our population against Sr-90.

Here is what the latest scientific reports show about the relationship between Sr-90 and milk:

- ** A person can actually lower Sr-90 build-up in his body by drinking more milk.
- ** People receiving calcium primarily from plant sources are building up relatively more Sr-90 in their bones than those receiving calcium from milk.
- ** Increasing milk consumption, and thus increasing the calcium level, may check further Sr-90 buildup just as effectively as removing Sr-90 from milk by a costly process that could raise milk prices and discourage its consumption.

^{1/} Based on an interview with Dr. Bruce Larson, University of Illinois dairy biochemist.

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How Milk Entered the Fallout Picture...

There are several reasons why milk gained notoriety in the Sr-90 problem. Most important, Sr-90 is chemically similar to calcium and generally is found along with calcium in foods. Since the American public receives some 60 to 80 percent of its dietary calcium from dairy products, milk was naturally one of the first foods tested for Strontium-90. This initial attention generated public pressure to survey more milk. It hampered Sr-90 research in other foods.

But there are other reasons why dairy products have received more attention than other foods in the Sr-90 problem:

One of the first aims of scientists studying atomic radiation was to find an index by which Sr-90 levels in human bone could be estimated quickly. Milk and its products were a natural choice, since the majority of the dietary calcium in the United States comes from milk products. Also, it's a fairly simple matter to monitor milk for Sr-90 content, since representative samples are easy to obtain from different parts of the United States and the world. These factors helped to focus public attention on milk in the Sr-90 problem.

But another major contributor to the Sr-90--milk paradox in the United States has been the practice of governmental agencies to give only total levels of Sr-90 in milk and other foods in reports to the public. Granted, milk contains more Sr-90 per unit of weight than most other foods. However, research indicates that the total level of Sr-90 in milk is not a fair indication of its contribution to Sr-90 deposition in the body. That's because milk also contains a high level of calcium. Scientists now know that milk calcium has played an important role in lowering Sr-90 buildup in the body.

Milk Calcium Protects...

Chemically, Sr-90 and calcium are similar. However, the two elements differ physically, since Sr-90 is about two and one-half times as heavy as calcium. Fortunately, living systems prefer to use calcium. When animals eat foods containing both Sr-90 and calcium, the body discriminates against strontium by absorbing calcium. Apparently this discrimination is due to the difference in physical properties of the two elements.

The animal body discriminates against Sr-90 in the intestinal tract, the kidneys, the placenta and the mammary gland. Cows screen Sr-90 from plant foods they eat at three of these points. Because of this screening, the milk you drink contains only one-eighth as much Sr-90 per unit of calcium as was present in the cow's food.

The human system also discriminates against Sr-90. That is, the human intestinal tract and the kidneys absorb relatively more calcium than Sr-90 from foods containing both elements. Because of this discrimination, Sr-90 in foods exerts less effect when it is consumed with adequate calcium. That is, less Sr-90 is deposited when the calcium level is high than when it is low.

Since discovering calcium's role in controlling Sr-90 deposition in bones, scientists now know that the most accurate gauge of a food's Sr-90 potential is the ratio of calcium to Sr-90 in the food--not just the total level of Sr-90. This Sr-90 to calcium ratio is measured in strontium units. Basically

the strontium unit method of measurement takes into account calcium's relationship with Sr-90--the fact that when the two elements are present in a food the animal body absorbs relatively more calcium and discriminates against Sr-90.

The following chart shows how reporting absolute levels of Sr-90 in foods can be misleading:

Average Total Sr-90 Levels and Strontium Units
in Foods, Chicago, 1961-62

Food	Sr-90 μμc/kg.*	Strontium units**	Food	Sr-90 μμc/kg.*	Strontium units**
Milk	6.3	5.9	Flour	5.5	27.5
Root vegetables	3.0	8.3	Canned fruit	1.1	22.0
Fresh vegetables	6.3	18.0	Fresh fruit	4.1	20.5

*Micromicrocuries for Sr-90 per kilogram of food.

**Micromicrocuries of Sr-90 per gram of calcium in the food.

The chart shows that milk contains more total Sr-90 than all but one of the other foods listed. However, when the relationship is shown in strontium units, milk shows less potential danger than any other food on the list. That's because the strontium unit method of measurement takes into account the amount of Sr-90 humans screen out of food in favor of calcium. Low-calcium foods allow more Sr-90 to deposit in bones and therefore show higher strontium-unit levels.

For example, during the Chicago surveys milk averaged 6.3 micromicrocuries of Sr-90 per kilogram compared with only 1.1 micromicrocuries in canned fruit. However, milk contains only 5.9 strontium units compared with 22 in the canned fruit.

The British have already set permissible dietary levels of Sr-90 in strontium units. The British public thus has a more realistic gauge of the Sr-90 problem than Americans have received from standards that are still based on the absolute level of Sr-90.

Sr-90 Discrimination in Plants...

Some plants also discriminate against Sr-90. But, because of their low calcium content, plants are potentially more dangerous Strontium-90 carriers than are dairy products.

When animals or people eat only low-calcium plant foods, the discrimination sites within the body absorb relatively more Sr-90. That's because adequate calcium is not available to replace the strontium.

Scientists estimate, for example, that in 1959 U. S. milk averaged eight strontium units. In the same year, potatoes and wheat averaged 50 and 100 strontium units respectively. Tests also indicate that the non-milk (or essentially plant food) portion of the U. S. diet contains almost twice as many strontium units as the average diet that includes milk. Therefore, it's logical to

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assume that a person who eliminated milk from his diet would be consuming a much higher level of strontium units.

Does this mean that it is dangerous to eat some plant foods? No! Scientists are quick to point out that, at present, Americans need not be alarmed about the level of Sr-90 in any part of the nation's food supply. However, it is apparent that, if the calcium diet of the United States were shifted away from milk to cereal or vegetable products, the relative level of Sr-90 in the diet would increase.

Population Studies...

Strontium-90 has not fallen into a uniform pattern all over the earth. Most atomic detonations have taken place in the Northern Hemisphere, and that's where the majority of fallout has occurred. For this reason, the United States has received much more fallout than areas near the equator or most countries in the Southern Hemisphere with latitudes similar to those of the United States.

However, population studies show that, even though the U. S. has received four or five times as much fallout, U. S. bone levels of Sr-90 are only about double those found in the average plant-consuming cultures south of us. Carried a step further, this means that, if people in the United States had incorporated as much Sr-90 in their bones per unit of fallout as the average population to the south, U. S. Sr-90 bone levels would be about double what they are now.

Scientists attribute these differences in Sr-90 bone levels to differences in diet. Sr-90 buildup is highest in the plant-eating cultures of the world and lowest in the Northern Hemisphere nations, where animal product diets and milk are common. Population studies in various countries where the people live primarily on plant diets point out this difference vividly. For example, although the fallout has been less in San Juan, Puerto Rico, and Guatemala City, Guatemala, bone levels of Sr-90 were similar to those found in New York. In Recife, Brazil, the cumulative fallout has been about one-sixth that found in the eastern United States. Yet bone levels of Sr-90 are similar. Diets in rice-eating areas, such as Thailand, have averaged about three times as much Sr-90 per unit of fallout as diets in the United States.

These population studies on diets and bone levels of Sr-90 have strengthened milk's position as a protector against Sr-90. The studies further confirm the fact that the amount of Sr-90 deposited in bone depends on the amount of calcium consumed along with the Sr-90.

What About Sr-90 Removal...

Many scientists feel that removing Sr-90 from milk in peacetime would not solve the Sr-90 problem. There are also many who feel that removing Sr-90 would do more harm than good--that it could actually increase rather than lower Sr-90 buildup. This opinion is based on two assumptions: (1) that Sr-90 removal would undoubtedly lead to a boost in the price of milk and (2) that not all milk consumed by the public could be put through the Sr-90 removal process. The danger is that both of these factors could lead to a drop in total U. S. milk consumption.

Studies in various U. S. cities indicate that a 1 percent change in the price of milk causes a 0.5 to 1 percent change in consumption. Consider what

THE FIRST PART OF THE HISTORY OF THE UNITED STATES OF AMERICA, FROM THE DISCOVERY OF THE COUNTRY TO THE PRESENT TIME.

THE SECOND PART OF THE HISTORY OF THE UNITED STATES OF AMERICA, FROM THE DISCOVERY OF THE COUNTRY TO THE PRESENT TIME.

SECTION 8

THE THIRD PART OF THE HISTORY OF THE UNITED STATES OF AMERICA, FROM THE DISCOVERY OF THE COUNTRY TO THE PRESENT TIME.

THE FOURTH PART OF THE HISTORY OF THE UNITED STATES OF AMERICA, FROM THE DISCOVERY OF THE COUNTRY TO THE PRESENT TIME.

THE FIFTH PART OF THE HISTORY OF THE UNITED STATES OF AMERICA, FROM THE DISCOVERY OF THE COUNTRY TO THE PRESENT TIME.

THE SIXTH PART OF THE HISTORY OF THE UNITED STATES OF AMERICA, FROM THE DISCOVERY OF THE COUNTRY TO THE PRESENT TIME.

SECTION 9

THE SEVENTH PART OF THE HISTORY OF THE UNITED STATES OF AMERICA, FROM THE DISCOVERY OF THE COUNTRY TO THE PRESENT TIME.

THE EIGHTH PART OF THE HISTORY OF THE UNITED STATES OF AMERICA, FROM THE DISCOVERY OF THE COUNTRY TO THE PRESENT TIME.

would happen if milk were selling for 20 cents a quart and it cost an additional 2 cents a quart to remove Sr-90. This would cause a 10 percent price boost that could logically lead to a 10 percent drop in milk consumption.

Scientists believe that it would be impossible to remove Sr-90 from all milk used by the American public. Large milk plants serving the nation's cities would be in the best position to carry out the removal process. But many smaller milk plants serving rural communities would find it more difficult. And farm families who drink milk produced at home would find it impractical to remove the Sr-90.

The adverse publicity created against milk in a Sr-90 removal campaign would undoubtedly cause a drop in consumption among those people who would not have easy access to milk that was free of strontium. Since milk supplies some 60 to 80 percent of the U. S. dietary calcium, a drop in milk consumption could logically lead to a drop in calcium intake and a corresponding boost in the total strontium-unit level of the American diet.

But the real argument against removing Sr-90 from milk is that nearly the same results could be obtained simply by increasing milk consumption. The higher rate of calcium a milk consumption boost would contribute to the diet would be just as effective in protecting against Sr-90 as removing the Sr-90 and causing a drop in consumption.

References

Data on Sr-90 levels in foods and reports on research investigations appear in various reports from government laboratories in the United States and other countries. Most of the information contained in the following can be found in more readily available sources.

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Wasserman, R. H. and C. L. Comar. Agr. and Food Chem., 9, 113. 1961.

Kulp, J. L. Radionuclides in Man From Nuclear Tests. Agr. and Food Chem., 9, 122. 1961.

Kulp, J. L., R. Slakter and A. R. Schulert. Strontium-90 in Food. Agr. and Food Chem., 7, 466. 1959.

Bartlett, R. W. University of Illinois Department of Agricultural Economics, Publication No. 2, 14. 1961.

and appears to be a very good specimen of the species. It is found in the same locality as the other specimens of the same species. The following is a list of the specimens of the same species.

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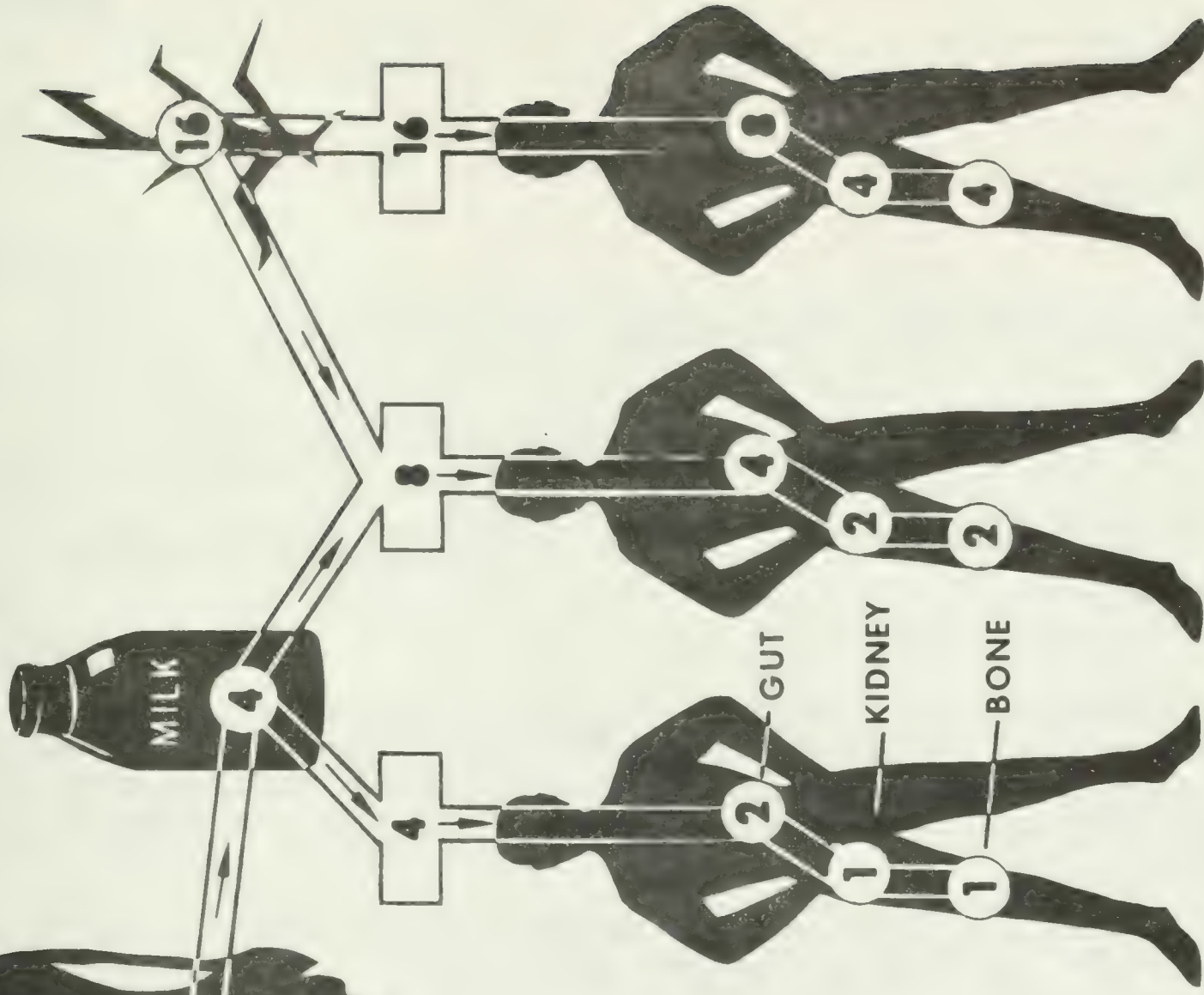
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(Numbers Equal Relative Micromicrocuries
of Sr-90 Per Gram of Calcium)

ABOVE: How Cows Screen Sr-90 From Plants
Cows screen Sr-90 from the food they eat in the stomach, the kidneys and the mammary glands. Because of this natural discrimination against Sr-90 in favor of calcium, the milk you drink contains only one-eighth as much Sr-90 as was present in the cow's feed.

RIGHT: How Humans Discriminate Against Sr-90
The human body discriminates against Sr-90 in the gut and kidneys. The amount of discrimination depends on the dietary level of calcium in relation to strontium. In general, when the calcium level is high (A) for a given level of Sr-90, less strontium is deposited than when the calcium level is low (C). People eating an average diet deposit about one-half as much Sr-90 in their bones as people on a plant food diet. Because of the differences in the types of plants consumed and preparation for human consumption (washing, husking, etc.), plant foods consumed by humans tend to contain less Sr-90 than plant foods consumed by cows.



(A)

(B)

(C)

ALL MILK DIET

AVERAGE DIET

ALL VEGETABLE DIET

July 1964, No. 77

Events Coming Up...

4-H Livestock Marketing Career Program, July 21-22. National Stock Yards, East St. Louis, Illinois.

National IFYE Alumni Association Conference. August 3-7. 4-H Memorial Camp, Monticello, Illinois.

Agronomy Field Day, August 31. Kewanee Experiment Field, Kewanee, Illinois.

Research in Progress...

A breakthrough in the age-old battle against milk fever possibly has been achieved by U. of I. dairy scientists. Key to preventing milk fever in the U. of I. tests was simply a matter of boosting grain feeding from the usual .5 percent or less of body weight up to 1 percent of body weight during the final three weeks of the cow's pregnancy.

To date only six cows have been used in the tests, one Ayrshire, one Jersey and four Holsteins. After being fed grain at the level of 1 percent of body weight for at least three weeks before calving, all of the cows appeared normal in contrast to showing clinical symptoms of milk fever as had occurred in previous calvings.

The study is being continued in the university herd and in three high-producing Illinois herds. (HDN)

* * * * *

U. of I. Dixon Springs Experiment Station researchers are feeding lambs corn produced under different levels of nitrogen fertility to study the effect on performance. (JJF)

* * * * *

Another Dixon Springs experiment is comparing different silages fed to steers and heifers. Silages made of whole plants and parts of both sorghum and corn plants as well as silages with additives are under study. (JJF)

* * * * *

U. of I. soil scientists are studying root penetration in shale-influenced soils of northwestern Illinois. Other characteristics under study are particle size, bulk density and permeability. Shale at shallow depths is practically impenetrable. Shale soils cause severe problems when upper loess is lost by erosion. (JJF)

* * * * *

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In an effort to learn more about "slick spots," U. of I. soil scientists are studying the movement of drainage water and the amount of sodium that accumulates in Huey silt loam. The U. of I. scientists theorize that the sodium accumulation may be greater due to permeability of underlying soils and the consequent increase in water movement through the lower soil section. (JJF)

* * * * *

The less a farmer tills his soil, the easier it will plow, according to recent U. of I. studies. Researchers attached a vacuum gauge to a tractor manifold so that it would measure the horsepower required to plow cornstalk plots that had been in six different rotations for 28 years.

The plowing tests were made on October 31, when soil moisture conditions were excellent for plowing. The soil type was Drummer silty clay loam. Where cultivated crops had been grown three years out of four (corn, corn, soybeans, wheat), 42 horsepower was required to pull a two-bottom (16-inch) "turnover" plow. Where a cultivated row crop was grown one year in four, only 37 horsepower was needed. (HDN)

* * * * *

USDA agricultural engineers at the U. of I. have developed an auger feed injector to provide a low-cost means of introducing feed into a pneumatic conveying line. The injector consists of a high-speed auger and a tapered 90-degree elbow. The elbow serves as the air lock. The auger injector can replace the star wheel air lock for many applications and costs less than one-third as much. (HDN)

* * * * *

A new piece of equipment known as the optical spectograph allows U. of I. researchers to study more minor elements as well as interelemental relationships in soils and plants. Scientists are hoping to develop a systematic method for predicting the occurrence of minor element deficiencies, such as zinc and boron. (JJF)

* * * * *

Studies of a continuous-flow metering device for silage were continued in the U. of I. automatic beef feeding system during the winter of 1963. An outstanding development in the system is the current-sensitive silo unloader control. This control regulates silage delivery by automatically raising and lowering the unloader in proportion to the current input delivered to the blower-thrower motor. With the control mechanism, input varied less than ± 5 percent at silage delivery rates of 50 to 150 pounds per minute. (HDN)

* * * * *

When it comes to starlings, many farmers and city residents as well would like to get hold of a cannon and.... Well, that's exactly what researchers have done on the U. of I. South Farms, where the pesky birds have ruined many costly experiments. They've installed an automatic time-controlled acetylene cannon. The cannon is completely harmless, but it makes enough noise to convince the birds otherwise, and it seems to be doing the job. (HDN)

* * * * *

Available Publications...

AGRICULTURAL ECONOMICS

- B-700 Apple Marketing in Illinois. R. A. Kelly. 87 pages.
- C-885 Family Planning of Titles and Taxes in the Transfer of Farm Property.
N. G. P. Krausz, A. R. Allen. 48 pages.
- SP-5 An Agricultural College in India Forges Links With Villagers. David E.
Lindstrom. 27 pages.

AGRONOMY

- AG-1905 Agronomic Experiments on Cisne and Related Soil Types. L. B. Miller,
P. E. Johnson, L. V. Boone.
- AG-1906 Northern Illinois Agronomy Research Center. W. D. Pardee, L. B. Miller,
D. L. Mulvaney, R. E. Bell.

Agronomy Facts:

- SF-6(Rev.) Kinds of Nitrogen Fertilizer. L. T. Kurtz.
- SF-27(Rev.) Evaluation of Catch Crops. L. B. Miller.
- SF-75 How Fine Should Rock Phosphate Be Ground for Direct Application? A. L. Lang.
- SF-76 Productivity vs. Fertility in Crop Production. R. H. Bray.
- SF-77 Slow-Release Nitrogen Fertilizer. L. T. Kurtz.

Agronomy News:

- 275 Piper Sudangrass. W. D. Pardee.
- 276 How Soon Can I Cultivate After Using Pre-emergence Herbicides? Ellery L.
Knake.
- 277 Control Fencerow Weeds Easily. Ellery L. Knake.
- 278 Get Poison Ivy Before It Gets You. Ellery L. Knake.

PLANT PATHOLOGY

- RPD No. 404 Snow Mold. M. P. Britton.
- RPD No. 704 Gray Mold of Strawberry. Dwight Powell.
- RPD No. 705 Downy Mildew of Grape. Dwight Powell.

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FARM EDITORS' ORDER SHEET

If you would like any of this month's listings, please return to address below by July 20.

Extension Editor
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Urbana, Illinois 61803

Please send the following items circled below:

AGRICULTURAL ECONOMICS: B-700, C-885, SP-5.

AGRONOMY: AG-1905, AG-1906.

Agronomy Facts: SF-6(Rev.), SF-27(Rev.), SF-75, SF-76, SF-77.

Agronomy News: 275, 276, 277, 278.

PLANT PATHOLOGY: RPD No. 404, RPD. No. 704, RPD. No. 705.

Remarks _____

Name _____ Publication _____

Address _____

HDN:jw
6/26/64

CHAPTER 1. INTRODUCTION

The first chapter of this book is devoted to the study of the properties of the function $f(x)$ defined by the equation

$$f(x) = \int_0^x \frac{1}{1+t^2} dt.$$

It is well known that this function is the arctangent function, i.e.

$$f(x) = \arctan x.$$

However, we shall not use this fact in the present chapter.

Let us first consider the case when x is a real number.

$$f(x) = \int_0^x \frac{1}{1+t^2} dt = \arctan x.$$

It is easy to see that $f(x)$ is an odd function, i.e.

$$f(-x) = -f(x).$$

Let us now consider the case when x is a complex number.

Let $z = x + iy$ be a complex number, where x and y are real numbers.

Then the function $f(z)$ is defined by the equation

$$f(z) = \int_0^z \frac{1}{1+t^2} dt.$$

It is easy to see that $f(z)$ is an odd function, i.e.

$$f(-z) = -f(z).$$

WHAT'S HAPPENING TO CORN IN ILLINOIS?

by Colin Webb^{1/}

Corn has come a long way in the 300 years since the early American settlers watched the Indians plant each little hill of seed on top of a fish that they had buried as a fertilizer. If the season was good enough, they harvested a crop--by hand.

The most amazing thing, however, is that the rate of progress has been increasing rapidly. And the limit is not in sight. Illinois has been at the forefront of this advance in both production and sale of corn. Last year the state topped the nation's \$537 million commercial sales of corn for export. Only soybeans won more overseas payments for U. S. farm products.

For the third successive year, Illinois' average of 85 bushels of corn an acre in 1963 was a record--two bushels more than the 1962 all-time high and eight bushels above the top yield up to 1961.

Even if the sky is not the limit, corn yields still have a long way to go. Many farms grew 150 bushels an acre last year, and "200-bushel clubs" are springing up throughout the state. Economists believe the average could rise another eight bushels in the next ten years.

Four of every five Illinois farms grow corn. The crop covers some 8,500,000 acres of the state's cultivated area and yields 30 percent of the income. Every county produces this crop, the greatest acreage being in LaSalle, where some 2,890 farmers plant about 261,000 acres a year. Lightest plantings, naturally, are on the poorer soils in the southern section.

For 50 years before 1936, corn yields were almost constant. Weather was almost the only reason for changes during that period. Then came improved hybrid corn, which caused most of the dramatic yield rise until 1950. In fact, hybrid corn still has a share in higher yields. In 1962 D. Gale Johnson and Robert L. Gustafson of the University of Chicago estimated that 2.8 bushels of Illinois' 10.8-bushel-an-acre corn increase from 1938 to 1954 was due to hybrid seed.

Since 1950, heavier fertilizer applications, thicker plantings, and better control of insects, weeds and diseases have also helped to keep yields on the up and up. Mechanical harvesting, leading to high-moisture shelled corn, and new drying and storage methods are also part of the picture.

But plant breeders have kept pace with the crop's rapid development. Last year the University of Illinois tested 376 hybrids obtained from 57 different companies. During recent years there has been a swing to high-yielding single-cross varieties.

University of Illinois scientists are improving corn's food value as well as its yield. D. E. Alexander, plant geneticist, has shown that 6 percent oil hybrids yield as well as 4 percent hybrids, giving higher energy feed at no extra cost. Modern laboratory equipment, including a varian nuclear magnetic resonance PA-7 testing unit, is speeding this oil-boosting program.

^{1/} Visiting Professor, Agricultural Communications, Melbourne, Australia.

1911

The first part of the book is devoted to a general survey of the history of the United States from the discovery of the continent to the present time. The second part is devoted to a detailed description of the various states and territories of the Union, and the third part to a description of the various tribes of Indians who inhabit the country.

The book is written in a clear and concise style, and is well illustrated with numerous maps and diagrams. It is a valuable work for all who are interested in the history and geography of the United States.

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Illinois has the unusually good combination of rich prairie soils and adequate, well-distributed rainfall for growing corn. But man-made fertilizers can hike yields even under these favorable conditions. Of these materials, the phosphates and potash are important, especially in the less fertile southern counties, but scientists believe that greater ability of the plant to use nitrogen will have a major effect on future yields. In his 1963 survey, S. R. Aldrich University of Illinois professor of soil fertility extension, reported that farmers were using 60 to 120 pounds of nitrogen an acre, 9.4 to 26.4 pounds of phosphorus, and 0 to 60 pounds of potassium. A major reason for reduced costs and sharp upward yield trends is the lower cost and heavier use of fertilizer, states Harold G. Halcrow, University of Illinois professor of agricultural economics.

Fundamental studies are probing such things as the role of nitrate-reducing enzyme systems in grain production, the relationship between hybrid vigor and the rate of enzyme synthesis and the hereditary control of enzyme activity. Crossbreds of corn and its wild relatives, teosinte and tripsacum, will be part of this investigation by a team of University of Illinois plant physiologists and breeder-geneticists led by R. H. Hageman and Earl R. Leng. Better use of nitrogen could help corn get the most out of available moisture, scientists believe.

In one of the most dramatic recent tests of plant food supply, seeding rates were increased to 20,000 an acre or even higher. Surprisingly, 12,000, 16,000 and 18,000 plants an acre used about the same total amount of water because the thicker plantings shaded the soil and reduced evaporation. Shading also helps to explain the higher accumulations of nitrate in plants from thick plantings than from thin stands. R. H. Hageman reports more nitrate in plants grown at a seeding rate of 28,000 an acre than at 4,000 an acre. With even heavier plantings, dropoff in yield is slower than many farmers feared it might be, but specialists warn that rates of 20,000 to 24,000 plants could be hazardous in a dry year.

Pre-planting operations have also changed drastically. On many farms throughout Illinois, the number of cultivations has been reduced so greatly that "plow and pick" has described corn-growing in those areas. Claimed advantages include lower costs and less loss of soil in the hilly country. Three fewer cultivations on 200 acres could save a farmer \$600. Yields after minimum tillage are comparable with those after conventional soil preparation. More and more grain is being grown after less and less cultivation.

To test minimum tillage, plots at the University of Illinois' Dixon Springs Experiment Station were planted in sod left bare for three weeks after the heavy pasture cover had been killed by a weedicide. You cannot get much more "minimum" than that. This experiment suggests that the technique could be successful if the corn seed is covered well enough with soil, when planted, to give a high percentage germination.

When conditions are right, early seeding appears to have an advantage. In his 1963 survey, S. R. Aldrich found that farmers who reported planting corn from April 12 to 30 made 107.7 bushels an acre, those planting from May 11 to 20 got 97.8 bushels and those planting after June 1 averaged only 71.9 bushels.

With heavier plantings, closer row spacings have attracted attention. "Why should we be tied to widths dictated by the width of a horse's rump?" ask scientists in this jet age. Claimed advantages include more sunlight trapped and less moisture lost by evaporation. University of Illinois experiment results favor narrower rows by a small margin.

J. W. Pendleton, associate professor of agronomy, forecasts that, as plantings get thicker, there will be a trend toward more drilling or equal spacing in rows and toward narrower rows. Neither gives consistent or spectacular yield boosts, but either can add a few bushels--especially in good seasons.

Despite refinements in crop production, top yields are impossible while weeds provide strong competition. Diseases and insects also take their toll. But, happily, good farmers can control many of these things. Giant foxtail, nitrogen-robbing "immigrant" from China in the 1930s, costs Illinois corn growers millions of dollars a year. One plant can have as many as 20,000 seeds. Since not all of them germinate in one year, they could give trouble for many seasons. University of Illinois experiments show a 23-bushel-an-acre drop in corn yield with 50 foxtail plants per foot of row. Just one plant in this space costs the grower seven bushels an acre.

Fortunately, modern herbicides and wise cultivation can make most weeds harmless. Farmers have been quick to realize their value, especially in controlling grasses, such as giant foxtail. They offer the greatest advantage in wet seasons when timely cultivation is not possible.

During the 1950s, use of 2,4-D increased rapidly. It is now used on about half of the state's corn crop. The pre-emergence herbicides came into use late in the decade and have made steady progress. For instance, applications have advanced from 5 percent of the corn acreage in 1960 to 10 percent in 1961, 15 percent in 1962, 20 percent in 1963 and even more this year. Atrazine has given excellent control of quackgrass--a danger in northern Illinois--as well as foxtail. However, precautions need to be taken to avoid injury to such crops as oats and soybeans grown later.

Interest is increasing in new post-emergence sprays to control weeds that get too big to be killed by cultivation. One of the newcomers, Lorox, has given a good kill of weeds, but scientists stress the need to hit the weeds and not the crop, since this chemical can harm corn.

Flame control has been tried, but after several experiments E. L. Knake and F. W. Slife, University of Illinois researchers, sum up the results as follows: "...Such practices as the use of pre-emergence herbicides, rotary hoeing, conventional row cultivation, and post-emergence 2,4-D appear to be more dependable for weed control; they are also more economical and practical than flame cultivation in Illinois."

Among the diseases, the severe northern corn leaf blight has had a strong setback with the hereditary resistance in corn developed by A. L. Hooker, University of Illinois professor of plant pathology and agronomy. With P. E. Johnson, M. C. Shurtleff, and W. D. Pardee, Hooker has also reported that adequate potash in the fertilizer can reduce northern corn leaf blight damage.

On the other hand, Hooker says that corn on soils that contain a large amount of organic matter and available nitrogen is likely to have a high incidence of stalk rots, especially if the potassium content is low. Corn hybrids vary greatly in their resistance to stalk rot and to stalk lodging. Avoidance of injury to corn plants and ears reduces the danger that some diseases will attack the crop.

The practice of treating corn seed with a fungicide is now universal. It was probably responsible, by itself, for a jump of five bushels an acre in yield at about the time hybrid corn was becoming popular.

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And science has also helped the corn grower get on top in his fight against insects. Highlight of the past five years has been the tremendous increase in use of soil insecticides, the area treated with aldrin and heptachlor jumping from 500,000 to five million acres. This expanded preventive program is backed by control measures that spell danger to the corn borer, grasshopper, armyworm and every other bug.

The University of Illinois reporting service, headed in the field by H. B. Petty and Stevenson Moore, plays a big part in keeping insects in check. Find them and wipe them out before they can do much damage, is the aim with insects as well as other problems.

Despite the many outstanding advances that are contributing to higher yields and lower costs, mechanization would probably rank tops with most growers. Today almost a bushel of grain is produced for every two minutes of labor--an amazing performance compared with the 12 minutes required 40 years ago and just over four minutes only ten years ago. The engineer not only has provided faster traction and better cultivating and planting implements, but has also revolutionized harvesting methods.

Most Illinois corn growers can remember picking corn by hand in hot, sticky, backbreaking weather or in miserable cold. Much of the grain was shelled from the corn crib. Cobs were burned or used for bedding. But today millions of bushels are coming straight out of the combine as shelled grain. Crushed cobs provide part of the ration.

Two years ago 76 percent of the crop was harvested by mechanical ear pickers, 17 percent by corn heads on combines and 7 percent by field pickers. Last year 27.5 percent of the crop was harvested by corn heads on combines. Seven percent was still snapped by field pickers.

Mechanical drying methods and vacuum silos allow farmers to handle high-moisture grain for sale or feeding to stock. Speed and vacuum storage play a big part in making high-quality silage for a corn-hungry cattle-feeding industry.

Because as few as 20 kernels lost per hill of corn means one bushel less per acre, agricultural engineers are trying to find ways to prevent loss at harvest time. The average loss is 10 percent, i.e., \$10 an acre from a 100-bushel crop with corn at only \$1 a bushel. Shelled corn and ear corn losses are about equal. Planting methods have little effect on losses.

Setting of the machine is important, but fast speeds also can increase loss. Losses are greatest when shanks of the corn ears are brittle. Wendell Bowers, associate professor of agricultural engineering, and Velmar Davis, agricultural economist, both of the University of Illinois, advise beginning harvest well before the shanks dry out.

Desired moisture content of corn at picking depends on the expected length of harvest. A table prepared by Davis gives suggested times to start picking.

In an era of rising costs, science and technology have found faster and cheaper ways of producing more and better corn for local demand as well for export trade, which jumped 37 percent last October-April compared with the same period a year ago.

Another bumper corn crop could lift October 1 stocks 12 percent higher than last fall and back to the 1957-62 average. But despite the great advances in recent years, there is room for still higher yields and lower costs per bushel for this crop, which has helped to make Illinois an outstanding farming state.

From Extension Editorial Office
University of Illinois
College of Agriculture
Urbana, Illinois

SPECIAL TO SELECTED FARM MAGAZINES

FOR IMMEDIATE RELEASE

Robert O. Nesheim To Head
UI Animal Science Department

URBANA--Dr. Robert O. Nesheim, 42, has been named head of the Department of Animal Science at the University of Illinois. The appointment is effective July 15.

Nesheim succeeds Dr. O. Burr Ross, who left the U. of I. in February to become dean of the Oklahoma State University College of Agriculture. Since that time, Dr. H. M. Scott has been acting head of the U. of I. Animal Science Department.

Nesheim, who received his B.S., M.S. and Ph.D. degrees from the U. of I., has been manager of livestock feed research for the Quaker Oats Company, Barrington, Illinois, since 1959. From 1952 to 1959, he was manager of the company's swine feed research division.

During the past five years, he also directed the Quaker Oats Company's ruminant research program. Under his supervision, researchers discovered a method for increasing the energy available to ruminants for milk production, growth and fattening. A patent is pending on the discovery.

Nesheim graduated from the University of Illinois with highest honors in February 1943. From then until August 1946, he served in the U. S. Army. He was an instructor in field artillery and later served for 18 months in the Southwest Pacific. He was captain of field artillery at the time of his release from active duty.

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After his discharge, Nesheim worked for two years with the Halderman Farm Management Service of Wabash, Indiana, before returning to the U. of I. to earn his M.S. and Ph.D. degrees in animal nutrition.

He worked one year as a swine research specialist for General Mills, Inc., Detroit, Michigan, before beginning work with the Quaker Oats Company in 1952.

Nesheim is a member of the Animal Nutrition Research Council and is currently serving as chairman of the Council's Technical Projects Committee. He is also a member of the American Society of Animal Science and the Research Council of the American Dehydrators Association.

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From Extension Editorial Office
University of Illinois
College of Agriculture
Urbana, Illinois

This Story Will Be Released To Our
Regular News Outlets The Week Of
July 20, 1964

Computers Revolutionize Agricultural Research

URBANA--Suppose you were given 455,000 measurements of soil and air temperatures, soil moisture at different depths, relative humidity every hour for five months, carbon dioxide content of air in both leaf and root environments and intensity of sunlight for 12 hours each day and were asked to find out how these factors affect corn yields. You'd have a staggering amount of time-consuming work.

Yet such problems are being solved every day. To look into some of the changes taking place in agricultural research, we talked to W. C. Jacob, professor of biometry and data processing and associate head of the Department of Agronomy at the University of Illinois.

High-speed computers have tremendously shortened the lag between collection and release of research data. But speed is only one of the changes of the past 10 years, says Jacob. Statistical results are now being achieved with computers that a few years ago would not have been considered possible. The computer has changed from an accessory to an integral part of research. Its impact is similar to that of machines during the industrial revolution.

This high-speed electronic tool has even changed the attitudes and working habits of research men. Formerly researchers just did not have time to make all the necessary calculations or even to supervise such work. As a result, they took only a relatively few data, which often could be only partly analyzed before it was time for the next year's work.

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GENERAL INFORMATION ON THE LIBRARY

The University of Chicago Library is one of the largest and oldest libraries in the world. It has a long and distinguished history, and its collections are among the most comprehensive and valuable in the world. The library is open to all, and its services are free of charge. It is a place where you can find everything you need for your studies and research. The library is a treasure trove of knowledge, and it is a pleasure to serve you.

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Now, with electronic computers, statisticians can completely analyze all data an agronomist collects. And the work is usually finished within a week or month after the experiment is completed. So he is free to interpret the results, prepare a report and plan his next experiment. He now has no hesitation in taking data that require extensive analysis and interpretation. With an "assist" from computers, research from each experiment can be exploited more fully, progress is faster and the whole research program is improved.

Computers give each scientist many more hands, says Jacob, and free him to use his brain for things that can't be done electronically. No matter how much they are improved, computers won't ever be able to think creatively. But they can make decisions when the programming is correct, says Jacob. And there's no limit to the measurements that statisticians can program into computers.

Programming--getting the machine to do what you want it to do--is still a time-consuming job. But a week or more for programming may be negligible if the program can be used over a long period. Once the programming is done, a computer such as the U. of I. 7094 or the Illiac II can finish the job in a few seconds.

Computers have changed drastically in the past 20 years. In 1944 the first automatic computer--given a common problem--would have solved it in 20 hours compared with three weeks for the desk calculator. Ten years later, Illiac I would have done the work in 10 minutes. Today's 7094 can do the same job in 30 seconds.

Electronic engineers may be able to build faster computers that will do the job in a matter of nano-seconds. A nano-second is a billionth of a second. But what statisticians need, Jacobs says, is not more speed, but better knowledge

of how to use present computers to best advantage. He thinks that more emphasis is needed on taking and recording data and simplifying the data-gathering process for the researcher.

As might be expected, in agricultural research plant breeding generates the most data. Computers have enabled U. of I. corn researchers to test more varieties as well as to increase the number of test sites. With the program of corn selection that's been under way for 70 years, statisticians can project what will happen during the next 100 years. Using a simulation procedure, they can "run" 50 generations through the computer without ever going to the field. Computers are being teamed with the nuclear magnetic resonance analyzer that measures oil content of corn without destroying the "high-oil" kernels.

U. of I. statisticians are now perfecting biomathematic models that will enable them to study the biological competition between grass and legume mixtures.

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August 1964, No. 78

EDITOR'S NOTE: A basic reorganization of the University's 5,400-acre Dixon Springs Agricultural Center (the new name), located just 25 miles north of Paducah, Kentucky, went into effect on July 1.

One purpose of the change was to make greater use of Dixon Springs' unique facilities for field research. The station now carries out research in the areas of animal science, agronomy, horticulture, forestry, zoonoses, and veterinary medicine.

Professor R. J. Webb will continue to administer the facilities and coordinate all of the work at Dixon Springs. Each of the other academic staff members has become a member of one of the subject-matter departments of the University. In this way each department will be responsible for all staff and research in its subject-matter area, whether the work is done at Dixon Springs, Urbana, or elsewhere.

Our editorial contact (and yours) in Dixon Springs is Bob Cate (HAC). Bob has provided a rundown of research now under way at the station. You'll find the results of his report in the "Research in Progress" section of this letter.

Events Coming Up. . .

Agronomy Field Day, August 31. Kewanee Experiment Field, Kewanee, Illinois.

University of Illinois Agronomy Day, September 10. South Farms, Urbana.

Agronomy Field Day, September 17. Elwood Experiment Field, Elwood, Illinois.

Dixon Springs Beef Day, September 24. Dixon Springs Agricultural Center, Robbs, Illinois.

Research in Progress. . .

Alfalfa was equally well established on soils treated with either 5 or 10 tons of limestone per acre in recent tests at the Dixon Springs Agricultural Center. First-year yields were no higher for the 10-ton treatment than for the 5-ton treatment. Furthermore, 10 tons of quarry-run limestone (50 percent through a 20-mesh screen) was less effective in changing soil pH than was 5 tons of finely ground limestone (99 percent through a 100-mesh screen). (HAC)

Soil and water losses are lower from plow-plant seedbeds for corn than from conventional seedbeds. However, Dixon Springs researchers find that both soil and water losses increase as row spacing is reduced from 40 to 20 inches. Greater soil compaction from close tracking in the narrow-row widths may be the villain contributing to greater runoff. (HAC)

A new, rigid-frame, plastic-covered greenhouse has been designed and constructed at Dixon Springs as a result of a technical aid grant from the Area Redevelopment Administration. Tomato production in such low-cost structures has the potential for providing fuller winter employment and greater diversification on vegetable farms. Preliminary experiments indicate that 50 to 80 tons of tomatoes may be produced on each acre covered by the low-cost house.

Lambs entirely free of stomach worms up to one year of age have been produced at Dixon Springs. Here's how it was done: Researchers sheared the ewes and washed their udders immediately after lambing. The lambs and ewes were placed on elevated, slotted floors for six weeks. Then the ewes were removed and the lambs, though weaned, remained on the floors for another six weeks before going onto clean pastures. (HAC)

Full-fed beef calves receiving corn silage with grade limestone added at ensiling time made 16 percent faster gains on 5 percent less silage than control calves not receiving limestone. Dixon Springs researchers added approximately 10 pounds of limestone to each ton of silage. (HAC)

The effects of soil moisture and fertility on the growth and wood properties of loblolly pine are under study in a 19-year-old plantation at Dixon Springs. Soil moisture is being controlled by use of plastic coverings that exclude natural rainfall and by closely regulated irrigation at different times during the growing season. (HAC)

Lambs fed corn that had been heavily fertilized with nitrogen needed less protein supplement than lambs fed corn receiving little or no nitrogen in Dixon Springs tests. The ability of ruminants to utilize the higher than normal amount of nitrogen in feeds is being studied further with high- and low-nitrogen-treated forages, particularly fescue. (HAC)

Many birds made an unscheduled stop as they passed through Dixon Springs this spring. The station was also a stop for zoonoses researchers who had followed and periodically netted the birds during their flight from their Caribbean winter home. The researchers took blood samples from the birds to check for diseases. (HAC)

Agricultural economists at Urbana are studying Illinois beef-cow herds to determine the possibilities for forecasting income-production potential under various types of farming. They will estimate production rates and resource needs for beef-cow herd operations in which feeders are either sold or fed out. Data will be taken from farm records and from surveys of farm businesses with 15 to 200 beef cows. (WDB)

U. of I. food microbiologists are studying the possibilities of packaging fresh meat in airtight plastic film. The researchers have found that this packaging material is much more effective in reducing spoilage at refrigerator temperatures than the air-permeable film presently used for meat. The plastic film gives meat a purple cast rather than its usual red color. However, the meat is bright red when it is removed from the package. (JEW)

A quick and easy way to test sweet corn maturity so that the corn can be harvested at peak flavor and tenderness is another goal of U. of I. food scientists. They are also trying to find out whether separating sweet corn kernels by size would improve canned corn quality. This could easily be made on a commercial basis. (JEW)

The microbial population of dried foods is currently arousing interest from a public health standpoint. For example, food scientists are studying the organisms in raw onions to determine how their numbers change as the onions are prepared and dried. The scientists have developed methods for accurately measuring the number of organisms in fresh raw onions and the changes due to storage, sorting, and bruising. Work is continuing on other parts of the drying process. (JEW)

Fats that are combined with the lipoproteins of human blood are under study in the new U. of I. Burnside Laboratory. Researchers believe that such studies may show what causes fatty deposits to form in the arteries. In a related study, the researchers are trying to determine how animals digest vitamin B₆ and what happens to this vitamin in their bodies. Vitamin B₆ is involved in fat metabolism. (JEW)

Available Publications. . .

AGRICULTURAL ECONOMICS

V4-2 Illinois Agricultural Economics. Vol. 4, No. 2. July 1964. 35 p.

Economics for Agriculture:

FM 26 Farm Size in Illinois. A. G. Mueller. June 1964. 4 p.

Current Comments on Egg and Poultry Marketing:

27, 28 A Balance Sheet. R. P. Bentz. 2 p.

Farm Management Facts and Opinions:

64-10 Test-Demonstration Program in Illinois. F. M. Sims and D. E. Erickson.
1 p.

- 64-11 Nonfeed Costs of Floor-Managed Laying Flocks. J. E. Wills. 1 p.
- 64-12 The Farm Land Market Today. F. J. Reiss. 1 p.
- 64-13 Soil Conservation and Farm Income. J. E. Wills. 1 p.

AGRONOMY

- B-701 Some Mineralogical Properties of Seaton, Fayette, and Clinton Soils in Illinois. R. L. Jones and A. H. Bevers. 27 p.

Agronomy Facts:

- W-20 Factors Effecting the Viability of Weed Seeds. E. Knake. Jan. 1964.
2 p.

ANIMAL SCIENCE

Monthly Poultry Suggestions:

- 2-64 Diagnosing Low Egg Production. S. F. Ridlen and Hugh S. Johnson. 2 p.
- 3-64 How Laying Hens Compare With Other Farm Enterprises. (Part I)
S. F. Ridlen and Hugh S. Johnson. 2 p.
- 4-64 How Laying Hens Compare With Other Farm Enterprises. (Part II)
S. F. Ridlen and Hugh S. Johnson. 2 p.
- 5-64 Pesticides and Poultry. S. F. Ridlen and Hugh S. Johnson. 2 p.

PLANT PATHOLOGY

- RPD No. 403 Fairy Rings. M. C. Shurtleff, M. P. Britton, and J. D. Butler.
- RPD No. 951 Cercospora Leaf Spot of Beets and Swiss Chard. M. C. Shurtleff
and M. B. Linn.
- RPD No. 955 Blackleg of Cabbage and Other Crucifers. M. C. Shurtleff and
M. B. Linn.

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FARM EDITORS' ORDER SHEET

If you would like any of this month's listings, please return to address below by August 20.

Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois 61803

Please send the following items circled below:

AGRICULTURAL ECONOMICS: V4-2

Economics for Agriculture: FM 26

Current Comments on Egg and Poultry Marketing: 27, 28

Farm Management Facts and Opinions: 64-10, 64-11, 64-12, 64-13

AGRONOMY: B-701

Agronomy Facts: W-20

ANIMAL SCIENCE:

Monthly Poultry Suggestions: 2-64, 3-64, 4-64, 5-64

PLANT PATHOLOGY: 403, 951, 955

Remarks _____

Name _____ Publication _____

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September 1964, No. 79

Events Coming Up...

Agronomy field days monopolize the U. of I. calendar during September. Most important of these are the U. of I. Agronomy Day set for September 10 in Urbana and the Elwood Agronomy Field Day on September 17.

U. of I. Agronomy Day, September 10, South Farms, Urbana, 9:00 a.m.

Program features the latest research on narrow corn rows, high plant populations, sorghum-sudangrass hybrids, new alfalfa varieties, new disease-resistant corn hybrids, giant foxtail weed control results, soybean variety trials, and wheat varieties and fertilization.

Media representatives will have a chance to attend a sneak preview of Agronomy Day again this year. Illinois Foundation Seed, Inc., and other interested groups will tour the farms on September 8, beginning at noon. Agronomists will be glad to take time for media coverage. Box lunches will be available.

Elwood Agronomy Field Day, September 17, Elwood Experiment Center, Will County, 1:00 p.m. Information-packed program features talks by nine U. of I. agronomists. Highlights include reports on fertilizer experiments with alfalfa; forage mixture studies (more than 100 mixtures); fertility trials with corn and soybeans; importance of rate and fineness of limestone on yield performance; new disease-resistant soybean varieties now available for northeastern Illinois; alfalfa variety trials and mixture studies; what's new in weed chemicals; forage crop fertilizer placement experiments; and corn-planting date and population studies.

Other agronomy field days throughout the state will be concerned primarily with corn fertility studies. All of the programs begin at 1:30 p.m. Here are the dates and locations:

- Sept. 1 - Aledo Experiment Field, Mercer County.
- Sept. 3 - Clayton Experiment Field, Adams County.
- Sept. 8 - Carthage Experiment Field, Hancock County.
- Sept. 8 - Oblong Experiment Field, Crawford County.
- Sept. 9 - Toledo Experiment Field, Cumberland County.
- Sept. 11 - Newton Experiment Field, Jasper County.
- Sept. 11 - Carlinville Experiment Field, Macoupin County.
- Sept. 16 - Dixon Experiment Field, Lee County.

Annual Meeting, Illinois Farm Bureau Farm Management Association, September 2. State Fairgrounds for the morning program. Farm tours during the afternoon.

Pioneer Farm Bureau Farm Management Service Fall Meeting and Tour, September 15, Pontiac. Tour features modified confinement hog system, liquid manure handling, high-fertility corn plots, and efficient livestock management on Paul Forney Farm, Graymont, Illinois.

Illinois Society of Professional Farm Managers and Rural Appraisers
Annual Fall Tour, September 16, Macomb. Tour stops include a completely reclaimed farm--strip-mine land--with new farmstead and buildings; large cattle-feeding set-up; farm equipment advanced research farm; farm recreation business; and land appraisal demonstration.

Illinois Turfgrass Field Day, September 18, U. of I. Turf Plots, South Lincoln Ave., Urbana. Research includes turfgrass varieties, fertilizers, shade, and height of cutting research.

THE DIXON SPRINGS BEEF DAY HAS BEEN CANCELED. The program had been set for September 24.

Research in Progress...

RESEARCH AT THE ELWOOD EXPERIMENT CENTER is showing that the difference between moisture requirements for heavy and light corn populations is not so great as the casual observer might think.

U. of I. agronomists planted three corn populations--15,000, 21,000, and 29,000 kernels per acre--and found very little soil moisture difference in the plots on July 15. The surface soil planted at the 29,000 rate had one percent more water than that at the 15,000 rate. A check of daily soil temperatures during July showed that the soil averaged four degrees cooler with the heavier population. Researchers will give a full report during the Elwood Agronomy Field Day on September 17.

U. OF I. AGRONOMY RESEARCH at the Northeastern Illinois Research Center dramatically points up the need for phosphorus on that area's Blount silt loam soils. Phosphorus, along with adequate potash and nitrogen, boosted corn yields 28 bushels per acre. Research will be reported at the Elwood Agronomy Field Day.

THE EFFECT OF CORN-ROW SPACING AND POPULATION on yields is under study in Urbana. Agronomists have planted corn in 20-, 30-, and 40-inch rows with one, two, and three or more kernels per hill. Populations range from 16,000 to 96,000 plants per acre. This study will be reported at the U. of I. Agronomy Day September 10.

GIANT PIECES OF ALUMINUM FOIL, which reflect sun onto high-population corn, are helping U. of I. agronomists check the effect of additional light on photosynthesis. The experiment is set up on the Urbana Agronomy Farm.

PLANT-PICK CORN SEEMS TO BE DOING BETTER than that in conventional plantings in trials at the Dixon Springs Agricultural Center. The fescue sod has provided a moisture-conserving cover for the soil, and the plant-pick corn may out-yield cultivated corn as a result of the summer drought in southern Illinois.

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Available Publications...

AGRICULTURAL ECONOMICS

- C-889 Laws and Regulations Concerning Recreation in Rural Areas of Illinois. N. G. P. Krausz and L. G. Lemon. 32 p.
- C-890 Using Agricultural Credit. J. M. Holcomb and R. B. Schwart. 15 p.
- C-891 Summary of Illinois Farm Business Records, 1963. A. G. Mueller and D. F. Wilken. 24 p.

Economics for Agriculture:

- FM 27 Appraising the Profit Prospects for Feeding Cattle. R. A. Hinton. August 1964. 3 p.

Current Comments on Egg and Poultry Marketing:

- 29 Financial Record-Keeping--An Income Statement. R. P. Bentz. 2 p.
- 30 Comparative Income Statement Analysis. R. P. Bentz. 2 p.

Farm Management Facts and Opinions:

- 64-14 How Many Acres for a One-Man Grain Farm? J. E. Wills. 2 p.

AGRONOMY

- C-892 Controlling Quackgrass in Illinois. E. Knake. August 1964.

Agronomy Facts

- W-21 Yellow Nutgrass. J. Doll, E. Knake, and S. W. Slife.
- W-22 Longevity of Weedseeds. J. Doll, E. Knake, and S. W. Slife.

Agronomy News

- 279 Flower-drop in Soybeans--It's Normal. W. D. Pardee.
- 280 Now's the Time to Improve Pastures. W. D. Pardee.
- 282 Virus Disease Found in Southern Illinois. W. D. Pardee.

ANIMAL SCIENCE

Monthly Poultry Suggestions:

- 6 & 7-64 Keeping Layers a Second Year. H. S. Johnson and S. F. Ridlen.
- 8-64 Mottled Yolks. H. S. Johnson and S. F. Ridlen.

PLANT PATHOLOGY

- RPD No. 801 Fire Blight of Apple and Pear. D. Powell.
- No. 802 Cedar Apple Rust. D. Powell.
- No. 803 Apple Scab. D. Powell.
- No. 805 Peach Leaf Curl. D. Powell.
- No. 807 Manganese Toxicity in Peach and Apple Trees. D. Powell, J. Titus, and H. Thornberry.

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WHAT'S HAPPENING IN THE ILLINOIS SWINE BUSINESS?

by Colin Webb*

Illinois, producing one in every eight of the nation's hogs, holds a strong position as next to the top swine state. Iowa ranks first. Henry County, in northwestern Illinois, leads all U. S. counties, with more than half a million pigs a year. This northwestern area produces more than half of the hogs in the state.

For over a century, hogs have contributed generously to the Illinois economy, returning an average of \$149 for every \$100 worth of feed from 1954 to 1963. Among the livestock industries, only dairying showed a wider margin during this period, and dairying needs this greater leeway to cover labor costs. However, last year's ratio for hogs fell to \$131 for every \$100 worth of feed--the lowest since 1955.

Back in 1867 Illinois raised nearly four million hogs. The total continued to rise until 1878, and that year's total of 5,200,000 remained the high for 40 years. The all-time top January 1 inventory was reached last year with 7,971,000 hogs valued at \$225,580,000. This year's total dropped 2 percent, to 7,812,000 hogs valued at \$186,000,000.

Illinois hog numbers are, however, holding up better than the national total, the drop in spring numbers being 5 percent in Illinois compared with 8 percent for the U. S. Along with other factors, the generally lower numbers give hope for a price recovery soon. L. H. Simerl, University of Illinois professor of outlook and policy extension, expects fall prices to equal those of late 1963.

Like other Illinois livestock industries, swine production has progressed in more ways than mere numbers. It is no longer a part-time job of many farmers. And specialization is increasing. More than 30 percent of Illinois herds now have 30 or more sows, and about 3.5 percent have 100 or more.

Other changes have occurred too. For one thing, the proportion of straight breeds has been halved--from 61.4 percent in 1954 to about 30 percent today. Hybrids, which represented only 6.9 percent of the total in 1954, and crossbreeds, representing 31.7 percent, had increased to 28.7 percent and 31.7 percent, respectively, by 1960, date of the last breed census.

During the same period, Hampshires declined from 37.6 percent to 18.3 percent, but remained well ahead of Duroc Jersey, the next most popular breed, which dropped to less than 3 percent. Only two breeds showed gains--Yorkshires, advancing from 1.7 to 2.7 percent, and Landrace, which came into the picture at 2 percent. Farmers like Hampshires and use them in most of the crossbreeds. They are not the fastest growers, don't have the largest litters, and are not the best mothers. But they are meaty and have good carcass quality.

Another change has occurred in the farrowing pen. Fall farrowings have caught up with spring farrowings, whereas 30 years ago the spring farrowings had a 2 to 1 edge. The seasonal peaks are not so sharp as they used to be. And they are earlier too. Before 1950 the spring peak rarely came before April; now it usually comes in March.

* Visiting Professor, Agricultural Communication, Melbourne, Australia.

THE HISTORY OF THE UNITED STATES, FROM THE FIRST SETTLEMENTS TO THE PRESENT TIME. BY JAMES OSGOOD, ESQ. VOL. I. NEW-YORK: PUBLISHED BY J. B. LIPPINCOTT, 151 NASSAU ST. 1854.

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The former break between spring and fall farrowings has become a mere lull. For many years December farrowings made up only a fraction of one percent of the total and only 5 percent of spring farrowings. By 1960 they represented 4 percent of the total and more than 25 percent of the March peak. Moderate decreases in May and increases in June and July have leveled out these months, which together account for about 20 percent of the total.

In the feed pen, corn still supplies the energy and soybeans provide the protein in the form of soybean meal. But formulations and feeding methods have changed. Antibiotics show some promise, but researchers have not found enough response from tranquilizers, hormones and enzymes to give them a place in finishing rations.

In four of six trials at the University of Missouri, apparently healthy sows getting 1/2 gram of antibiotic per head daily for 15 to 20 days, beginning one week before the breeding season started, farrowed and raised an average of 1-2/3 more pigs per litter than sows not getting the antibiotic. Work at Iowa State University confirms this result. Across the nation litter size has remained at around seven for many years.

The easiest way to feed hogs is to give them corn and supplements free choice. But University of Illinois researchers have found some advantages for grinding and complete mixing. On pasture, hogs of all weights gain faster on a complete ground ration. The advantage is less on drylot. To be successful, high-energy rations must be properly formulated. Amino acid content of the protein must be correct. Required amounts of minerals, vitamins and antibiotics must be mixed in too.

Pastures themselves can be money-savers. Good legumes can cut costs by \$20 per acre for growing swine, and still more for brood sows. In one trial Purdue University showed that hogs on ladino clover ate only half as much protein supplement as hogs on pure alfalfa pasture. Good sanitation is another advantage of pastures if there are no facilities for producing hogs on concrete.

Hogs like high-moisture corn, but the extra moisture tends to limit the amount of dry matter they can eat. Otherwise this corn is as good as regular corn on a dry-matter basis.

Recent University of Illinois tests have shown an advantage for pelleting when finely ground corn was used. Early tests had shown no benefit when corn was the only grain in the ration. The feeding efficiency of both grain sorghum and barley have improved with pelleting. Results with wheat and oats have been inconsistent.

Researchers are still seeking final answers to limited feeding. The best results have been obtained when the hogs were individually fed and a complete ground ration was wetted with an equal amount of water. Results have not been so consistent when a dry ration was group-fed. Limited feeding may improve carcass quality, but the time required to reach a weight of 200 pounds may be delayed two weeks or more.

Of all feeding advances, confinement feeding has probably attracted most attention. Hogs can now be produced satisfactorily from birth to market on concrete or drylot. The advantages include possible savings in labor and better control of environment and internal parasites. Capital costs must be weighed against the more productive use of former pasture land.

The first thing I noticed when I stepped out of the car was a warm, humid breeze. The air was thick with the scent of tropical flowers and the distant call of birds. I took a deep breath, feeling the moisture on my skin. The sun was shining brightly, casting a golden glow over the landscape. I could see the outlines of palm trees and the silhouettes of people in the distance. It felt like I had entered a new world, one that was full of life and beauty.

As I walked, I noticed the ground was soft and spongy, like a giant sponge. The air was warm and sticky, and the humidity was overwhelming. I could feel the heat on my face and the moisture on my skin. The sun was shining brightly, and the light was blinding. I could see the outlines of palm trees and the silhouettes of people in the distance. It felt like I had entered a new world, one that was full of life and beauty.

I was in the middle of a vast, open field. The ground was soft and spongy, like a giant sponge. The air was warm and sticky, and the humidity was overwhelming. I could feel the heat on my face and the moisture on my skin. The sun was shining brightly, and the light was blinding. I could see the outlines of palm trees and the silhouettes of people in the distance. It felt like I had entered a new world, one that was full of life and beauty.

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Despite the great advances in human housing, today's pigs probably live more like people than the popular picture of "living like pigs." The well-cared-for hog lives in a modern, well-ventilated, insulated house that is cooled in hot weather and heated in cold weather. The floors are slotted, and augers deliver the feed automatically. It is doubtful that the hog is much happier in these high-class surroundings than in a wallow, but his owner certainly has better control of his environment. Field-raised hogs are hard to feed, water and keep warm during a snowstorm; it's much cozier--at least for his owner--inside.

Engineers hope that a controlled environment will increase feed efficiency and speed up gains. They are already sure that it saves labor.

Machines are cheaper than men these days, but a large, mechanized operation increases the need for managerial skill. University of Illinois specialists say that the hog raiser who cannot make a profit under the more simple field operations is not likely to succeed with large-scale mechanization and expensive buildings.

Lagoons are not yet the final answer to manure disposal. Some leading hog raisers still haul most of the solids to the field and treat the liquids in lagoons. Large producers like the combination of haulage and water treatment. If the storage fills up before the farmer gets a chance to move the manure, the lagoon acts as an overflow.

Hog-raising is a fast-changing operation these days. The crystal ball may even show an all-liquid diet for the future. That still remains to be seen. But farmers certainly won't be slopping hogs from a bucket as their granddads did.

Hog diseases and parasites are still with us, but they are tapering off. Last year hog cholera hit 61 Illinois counties and killed 7,306 hogs worth \$182,650. But the plan is to eliminate this dread virus completely from the state by 1972. Recent legislation makes its entry into the state more difficult. Modern housing is reducing the danger of tuberculosis; iron injections are controlling anemia; and up-to-date sanitation, drugs and insecticides are keeping parasites under control in the well-managed herd.

Use of swine testing facilities is increasing in the state. In June some 240 boars and 310 slaughter animals were under test, and the trend is upward.

On the production side, a big advance has been the continued increase in feeder pigs in southern Illinois. Cooperative auction pools have stimulated this important development. At the initial sale in Benton in 1959, buyers paid \$117,835 for 8,330 feeders offered by 80 farmers. Last year the figure reached \$327,765 for the season for 22,372 feeders raised by 267 farmers. The grand total to mid-1964 was nearly \$1,500,000 paid for about 100,000 hogs offered over the years, and the number of sales has increased from three in 1959 to 12 a year.

At Albion, three sales in 1961 attracted a total of 5,252 pigs. Last year's seven sales saw 17,033 pigs go under the hammer, and this year more than 12,000 were consigned to the first five of nine scheduled sales. Some 200 farmers have supplied feeder pigs during all three years.

"Feeder pig sales have done a lot to revive a declining hog industry in southern Illinois," says R. P. Schmerbauch, Wayne County farm adviser. Since the sales began at Albion, the hog population of Wayne and Edwards Counties has

increased by about 36 percent despite a substantial decline in the number of farms producing hogs. During this same period, hog numbers in the state have increased by about one percent. The average number of pigs saved has increased too--from 7.2 to 7.5 per litter in Wayne County and from 7.0 to 7.1 in the whole state.

These feeder pig sales are making it possible to take a pig from the farrowing pen to the processing plant within the same area. Finished hogs can now be marketed at several centers throughout the state instead of being shipped to only one or two major stockyards.

Specialization, science and skill are keeping the important hog industry at the forefront of the nation's production line.

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

SPECIAL TO SELECTED FARM MAGAZINES

SOUTHERN ILLINOIS GREENHOUSE TOMATOES CAN PROVIDE MORE JOBS, HIGHER INCOME New Varieties Break "100 Tons An Acre" Barrier

Tomatoes produced in greenhouses during the winter and spring have shown a potential for increasing farm income and providing more jobs in southern Illinois. Several commercial greenhouses are already producing tomatoes.

To supply the Chicago market, which consumes more than 50,000 tons of tomatoes a year, southern Illinois has a big advantage over distant California, Florida and Mexico--present major sources from October through June. Better sunlight and lower heating costs favor southern Illinois over Michigan and Ohio, which are important greenhouse tomato-producing states.

To capitalize on these advantages, J. W. Courter, assistant professor of horticulture, and other University of Illinois scientists at the Dixon Springs Agricultural Center are conducting a comprehensive study of the industry.

Entry into greenhouse production requires considerable capital, but the availability of local lumber and new and improved plastics can reduce the initial investment for greenhouse construction.

In the Dixon Springs study, two temporary polyethylene-covered greenhouses and two semipermanent Mylar-covered greenhouses have been used during the past two years. One experimental polyethylene-covered greenhouse was built at a cost of 45 to 50 cents a square foot for lumber, plastic and heater. Thin polyethylene film must be completely replaced each year.

New rigid-frame greenhouses were completed in 1963 and covered with strong Mylar plastic film. This film should have a serviceable life of at least four years. These new greenhouses were built with funds provided by the Area Redevelopment Administration. Cost for the semipermanent greenhouses was about 80 cents a square foot, including lumber, plastic and heater.

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Courter emphasizes, however, that, although a plastic greenhouse may cost even less than one-fourth as much as a glass greenhouse, considerable maintenance is needed with the lighter materials.

Rigid fiberglass is becoming popular for greenhouse construction, especially in areas where hail is a serious hazard. Costs for fiberglass, however, are comparable with those for glass greenhouses.

Because of the high investment, Courter emphasizes that skillful management and technical know-how are needed for a successful operation. For profitable returns, large yields of good-quality tomatoes, produced at the right time, are essential. Fall crops are harvested from mid-October through December, and spring crops from mid-March through June.

At Dixon Springs, several varieties and hybrids, notably Michigan-Ohio Hyb., Tuckcross-0, Ohio WR-7 and R-25 have produced fall crops equivalent to more than 40 tons to the acre.

Increasing sunlight favors even higher yields in the spring. In the 1964 spring harvest, which ended on July 2, Michigan-Ohio Hyb. broke the "100 tons an acre" barrier by producing 21.5 pounds of marketable tomatoes per plant, equivalent to 104.1 tons an acre. Spacing was 4.5 square feet per plant.

P-115, an experimental variety from Purdue University, also "broke the barrier" with the equivalent of 100.2 tons an acre. Five of the six other varieties under test yielded more than 90 tons an acre.

Greenhouse tomatoes are sold in 8-pound baskets. These lots averaged about two dollars each on the market this year. Hence, a potential gross of 50,000 dollars an acre is possible with a production of 100 tons an acre.

The Michigan-Ohio Hyb. tomatoes in the experiment graded out 70 percent U. S. Number 1, while more than 85 percent of P-115 were U. S. Number 1.

Courter points out that, to yield 100 tons an acre at a 4.5-square-foot spacing, each plant must produce 10 to 11 clusters averaging four or five tomatoes

Add Southern Illinois Greenhouse Tomatoes - 3

each. Hence pollination is vital. In the experiment, the flowers were shaken with an electric vibrator four or five times a week to increase pollination.

Further studies will include the integration of greenhouse production with farm operations, crop rotations, production schedules, capital requirements, costs and marketing.

Experiments will be conducted to learn whether tomatoes can be grown profitably for marketing during January, February and March, when high-quality tomatoes are in short supply.

The research work done by Courter and other University of Illinois scientists provides a sound basis for the establishment of a profitable labor-employing industry in southern Illinois.

The University has also designed a small plastic-covered greenhouse for hobby use. This model has attracted great attention at the Flower Show, Chicago, and at other exhibitions.

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Editor's Note: Greenhouse photos are available on request.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

FOR IMMEDIATE RELEASE

UI Ag College Scientists Receive National Recognition

Two "Oscars" in the animal science field were bestowed on U. of I. College of Agriculture scientists at the 56th Annual Meeting of the American Society of Animal Science in Knoxville, Tennessee.

Dr. Glenn W. Salisbury, head of the Department of Dairy Science, received the \$2,000 Morrison Award. Dr. A. V. Nalbandov, professor of animal physiology, was presented with the Award in Animal Physiology and Endocrinology.

The Morrison Award is presented annually to a member of ASAS who has done outstanding research of direct importance to livestock production. The \$1,000 Award in Animal Physiology and Endocrinology is presented for outstanding research contributions in animal physiology.

Salisbury has been head of the U. of I. Dairy Science Department since 1947 and has made notable research contributions in the field of reproductive physiology. He won the Borden Award in Dairy Production in 1945.

On an international scale, Salisbury has served on the Board of Consultants for the Milk Marketing Board of England and Wales. He was a Fulbright Lecturer in The Netherlands in 1955-56.

Nalbandov has written numerous journal articles and a book on reproductive physiology. He won the Borden Award (Poultry Science Association) in 1959 and was director of a Neuroendocrinology Symposium in 1961. He has carried on active research at the U. of I. since 1940.

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The University of Chicago is a private research university located in Chicago, Illinois. It was founded in 1837 and is one of the oldest and most prestigious universities in the United States. The university is known for its commitment to academic excellence and its diverse student body. It has a long history of producing world-class scholars and leaders in various fields. The university's research output is highly influential, and it has a strong reputation for its contributions to knowledge and society. The University of Chicago is a member of the Association of American Universities and is ranked among the top universities in the world. It has a large endowment and a significant budget, which allows it to support a wide range of academic programs and research initiatives. The university is also known for its beautiful campus, which includes several historic buildings and a large library. The University of Chicago is a place where students can expect to receive a high-quality education and to be part of a vibrant academic community.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

FOR IMMEDIATE RELEASE

Marvin Bryant Accepts Position
In U. Of I. Dairy Science Department

Marvin P. Bryant, 39, has been named associate professor of bacteriology in the U. of I. Department of Dairy Science, effective September 1.

Bryant is recognized as an outstanding authority on the microbiology of the rumen. Before accepting the U. of I. position, he was leader of rumen metabolism and microbiology investigations at the USDA's Dairy Cattle Research Branch, Beltsville, Maryland.

Bryant received the USDA Superior Service Award in 1959. His work has led to the development of important techniques for studying non-sporeforming anaerobes found in the rumen.

Bryant received his B.S. and master's degrees from Washington State College and a Ph.D. from the University of Maryland in microbiology. He is married and has five children.

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Urbana, Illinois 61803

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Economics for Agriculture: FM 27

Current Comments on Egg and Poultry Marketing: 29, 30

Farm Management Facts and Opinions: 64-14

AGRONOMY: C-892

Agronomy Facts: W-21, W-22

Agronomy News: 279, 280, 282

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October 1964, No. 80

Events Coming Up...

Illinois Fall Florists Conference, October 18-19, Motel Urbana, Urbana. Conference begins Sunday morning with registration at the U. of I. Floriculture Building followed by a tour of the greenhouse facilities and the trial garden. Program features information on virus diseases in florist crops, pot plant culture of chrysanthemums, lilies, hydrangeas, azaleas, and poinsettias; new chrysanthemum varieties for commercial production; and growth retardants used in the production of azaleas and Easter lilies.

U. of I. Farm Structures Day, November 19, Bevier Hall Auditorium, Urbana, registration begins at 8:30 a.m. "What's ahead for livestock housing in Illinois" is the theme of the information-packed program, which features eight U. of I. agricultural engineers and three business specialists in farm structures. Reports on farm building trends, insulation and ventilation for livestock buildings, research on heavy lumber rigid frames, successful swine buildings, and good poultry housing highlight the program. Lunch is included in the \$5.50 registration fee.

Research in Progress...

Organophosphates get the credit for a 96 percent kill of cattle horn flies this summer at the U. of I. Dixon Springs Research Center. These phosphates pass into the bloodstream of the cattle and kill horn flies that feed on the blood. They also kill horn fly larvae that hatch in cattle droppings.

This double killing power gave nearly complete control of horn flies when phosphate was added at the rate of 5 1/2 to 6 percent in salt and mineral fed free choice. Average fly counts on treated herds were as low as one to 20 per cow. Fly counts on untreated animals ranged from 200 to 1,000, and some animals had as many as 2,200 flies.

The phosphate presently does not have FDA clearance for home-mixing in minerals. However, formulations in commercial minerals have been cleared and are on the market. They may be fed to beef animals with restrictions on use before slaughter. (HAC)

* * * * *

You can chalk up a few more points for zero-tillage as a result of research this summer at the Dixon Springs Research Center. Zero-tillage corn plots stayed greener and grew better than conventional plantings during this year's dry growing season.

The corn was planted on April 30 in knee-high fescue originally seeded in 1949. Researchers then broadcast-sprayed the fescue with one quart of paraquat and 3 3/4 pounds of atrazine per acre.

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

The mulch provided by the dead fescue is credited with conserving soil moisture during the extremely dry summer. After three weeks in July without rain, the atrazine-paraquat-treated plots had 13 percent more moisture in the top six inches of soil than did the conventional plots. (HAC)

* * * * *

No advantage for adding ground limestone to corn at ensiling time. That's the verdict of U. of I. dairy scientists as a result of recent feeding trials comparing limestone-free silage and silage with one percent ground limestone added at the rate of 20 pounds per ton of corn ensiled. Corn from the same field was used for making both silages.

The researchers say that a marked increase in the lactic and acetic acid content of the treated silage did not lead to an expected change in milk production or butterfat test. Also, rumen volatile fatty acids were not significantly changed by using limestone on the silage.

In concurrent tests, results of digestion trials with Holstein dairy steers showed no difference in feed utilization efficiency for the two silages. (HDN)

* * * * *

To estimate production requirements, costs and returns for alternative hog production systems is the primary objective of a study now under way at the University of Illinois. Agricultural economists conducting the study will obtain farm performance data directly from farmers using different types of confinement structures and pasture systems in hog production. (JAP)

* * * * *

How do farmers in a small Turkish village acquire capital from credit organizations, and what effects do their debts have on production plans? Answers to these questions are being sought by agricultural economists at the University of Illinois in a study of farm families and lenders in Ulacak Village, Turkey.

A large percentage of the 200 families in this village near the Aegean coast depend directly on cotton and dairy farming for their income. Household needs so nearly exhaust net income that growth requires the farmer to depend on outside organizations for financing.

By surveying both the farmers and the lenders, the economists hope to turn up a clearer picture of cotton and dairy operations typical of Ulacak, the credit available to farmers and the effect of the various financial commitments on both the groups and the village economy. (JAP)

* * * * *

Agronomists at the U. of I. Elwood Research Center are studying the effect of row spacing on corn and soybean yields. In tests this summer, corn with a 100-100-50 treatment per acre yielded 89 bushels per acre in 40-inch rows and 93 bushels in 30-inch rows. Soybeans receiving the same treatment yielded 25 bushels per acre in 40-inch rows and 28 bushels in the 30-inch rows. Trials at Urbana and DeKalb have also shown favorable results with narrow rows. (JJF)

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The main question of the case is whether the defendant is liable for the damage to the plaintiff's property. The plaintiff claims that the defendant's negligence caused the damage. The defendant denies this and claims that the damage was caused by the plaintiff's own negligence. (10)

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The way alfalfa rows were oriented had little effect on oat nurse crop yields in research at the U. of I. Elwood Research Center. First-year tests show little difference in alfalfa yields whether the seed is broadcast, drilled in the oat rows, drilled at right angles to the oats, or sown between the oat rows. Competition is slightly less when oat rows are 16 inches apart instead of the regular eight inches. (CW)

* * * * *

How much tillage do you need when planting corn after soybeans? U. of I. agronomy researchers are comparing several systems: tillage with a field cultivator; plowing and then using a field cultivator; plowing before disking; disking alone; strip-tilling with a rotary tiller; and using no tillage at all. Atrazine, broadcast at three pounds per acre, has been successful in controlling weeds except where researchers have used strip tillage and no tillage at all. In these cases weeds have tended to reduce yields. (CW)

* * * * *

Harosoy 63 phytophthora-rot-resistant soybeans have more than 99 percent of the recurrent parent Harosoy and less than one percent of the rot-resistant Blackhawk in their makeup. This explains why Harosoy 63 performs like Harosoy under normal conditions, but resists Phytophthora rot when it occurs. The same reasoning applies with Hawkeye 63, Clark 63, and Chippewa 64, say U. of I. agronomy researchers. (CW)

* * * * *

Legume-grass mixtures are giving high forage yields in U. of I. tests at the Elwood Agronomy Research Center. More than 100 combinations of alfalfa, red clover, brome grass, orchardgrass, and birdsfoot trefoil are under study.

The research is showing that red clover can be substituted for one-third of the alfalfa in mixtures without reducing yields greatly. Orchardgrass makes good summer growth, but the researchers advocate only light seedings of it in mixtures for hay. Its early maturity reduces quality of the first cut. (CW)

* * * * *

U. of I. agronomy tests show benefits for applying phosphate fertilizer when establishing alfalfa on both low-phosphate and high-phosphate soils.

In low-phosphate soil tests at the Elwood Research Center, alfalfa yielded 4.27 tons per acre when phosphate fertilizer was applied with the seed, 3.86 tons for fertilizer applied in the oat rows, and 2.78 tons without fertilizer. On Urbana soils where phosphate tests are high, alfalfa seedlings showed added vigor even though the fertilizer did not produce higher yields. (CW)

* * * * *

Portable transistor radios are indeed the fad. Even deer in the area of the U. of I. Dixon Springs Research Center are carrying them. However, Pope County deer have not become addicted to the latest Beatle records. The radios strapped around their necks are transmitters, not receivers.

Each transmitter is set on a different broadcasting frequency and is helping researchers keep track of the movements of the deer that are carrying radios. Researchers hope to gain information basic to understanding the transmission of disease from deer to livestock. However, they emphasize that at present little information has been found to incriminate deer. (HAC)

* * * * *

The productivity of agricultural labor in Taiwan is the subject of a study planned by U. of I. agricultural economists. Much of the research is to be done by graduate students from the Far East and will review the industrial and agricultural developments in Taiwan since 1953, explain the productive differences between farm family labor and employed labor, study the seasonal variation of labor, and compare the farmer's total income with the wage rate of non-farm workers. (JAP)

Available Publications...

AGRICULTURAL ECONOMICS

- AERR-71 A Survey of Meat Use by Chicago Hotels and Restaurants. M. B. Kirtley. 18 p.
- AE-4025 Economic Planning Guide for Feeder Cattle. A. G. Mueller and R. A. Hinton. 24 p.
- 9-1964 Livestock Outlook News. Agricultural economics staff. September 1964. 4 p.
- FMFO 64-15 Alternatives in the 1965 Wheat Program. D. E. Erickson. September 1964. 2 p.

AGRONOMY

Agronomy News

- 283 Come to Agronomy Day September 10. W. D. Pardee
- 284 1964 Wheat Variety Yields. W. D. Pardee.

ANIMAL SCIENCE

Monthly Poultry Suggestions

- 9-64 Egg Production Contracts. H. S. Johnson and S. F. Ridlen.

PLANT PATHOLOGY

- RPD No. 200 Corn Stalk Rots. A. L. Hooker.
- No. 303 Anthrachnose Disease of Clovers. M. C. Shurtleff and J. W. Gerde-
mann.
- No. 504 Root and Stem Diseases of Soybeans. M. C. Shurtleff and D. W.
Chamberlain.
- No. 505 Virus Diseases of Soybeans. M. C. Shurtleff and D. W. Chamberlain.
- No. 911 Root Rots of Pea. M. B. Linn.

FARM EDITORS' ORDER SHEET

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October 1964, No. 80

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Agronomy News: 283, 284

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WHAT'S HAPPENING TO POULTRY IN ILLINOIS?

by Colin Webb^{1/}

The Illinois poultry industry rarely stands still. Rapid changes are taking place in most sectors. One possible exception is the broiler, which has almost disappeared from local production.

Yet, despite speedy technical advances in pace with modern progress, the industry shows many apparent contradictions. For instance, even with several natural advantages, such as plenty of home-grown feed and several heavy-consuming centers, Illinois has never produced enough eggs to satisfy local appetites. Last year's self-sufficiency percentage was down to a record-low 63. South Dakota's was up around 623.

Right now Illinois needs to produce over a billion more eggs to meet its needs. Five million extra hens could do this job. In 1950, the state produced nearly three billion eggs and held fifth place in the nation. By 1960 production had dropped to less than 2 1/2 billion eggs, putting the state in eighth place. And last year just over two billion eggs kept Illinois in the top ten.

Nearer home, the state produced the most eggs in the East North Central Region in 1959, but has now dropped behind Ohio and Indiana. Ohio is also a deficit state but its production is two percent above 1957-59.

Last year Indiana produced more eggs than its people could eat. To add to the contradiction, Illinois is following the national trend of spectacular increases in production per bird while consumption per person gets lower every year. Nationally, U. S. hens have been working harder, shelling out 181 eggs per bird in 1950-54, 200 in 1955-59 and 210 in 1960.

But, by contrast, people have been cracking fewer and fewer eggshells--402 per person in 1945, 389 in 1950, 371 in 1955, 334 in 1960 and down to 316 last year.

Late-night TV viewing and snacking, followed by smaller breakfasts or none at all; working housewives with little time to prepare a substantial morning meal; and the coffee break to ease consequent hunger, have all been blamed for the deficit.

Other reasons include unfavorable, yet unsubstantiated publicity connecting eggs with heart disease, increased use of competing protein foods and the inconsistent quality of eggs on the market. In the meantime, the southeastern states have been boosting their production. Claimed advantages for that area include cheaper labor and poultry housing, few alternatives and more industry integration. But R. P. Bentz, University of Illinois egg and poultry marketing specialist, says the main reasons for the South's advance are large scale of operation and business coordination rather than natural advantages.

If everybody in the United States ate just one more egg a year, it would take 12,500 breeding hens laying 200 eggs each a year to provide the necessary additional layers. "Just think what increasing consumption by one egg per person per month would mean to the egg industry," says S. F. Ridlen, University of Illinois extension poultry specialist.

^{1/} Visiting Professor, Agricultural Communications, Melbourne, Australia.

The Illinois State Board of Education, in its report for the year 1950-1951, has presented a comprehensive survey of the state of education in Illinois.

The report is a valuable source of information for the public and for the educational community. It contains a detailed account of the progress made in various fields of education, including the arts, sciences, and social studies.

The report also contains a list of recommendations for the improvement of education in Illinois. These recommendations are based on the findings of the survey and are intended to guide the state in its educational policy.

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The other big trend is toward larger flocks despite fewer birds in the state. Specialization has come to the poultry business just as it has to several other Illinois industries.

University of Illinois specialists J. E. Wills, farm management, and J. C. Headley, agricultural economics, point out that nonfeed costs per bird fall as flocks get larger. Their recent study showed a drop from \$3.62 per bird in a 1,000-bird-capacity flock to \$2.45 at a 100,000-bird capacity. The decrease is rapid in the transition from a capacity of 5,000 to 10,000, being 43 cents lower at the higher number.

Ten years ago only a few Illinois flocks had more than 1,000 laying hens, but last year nearly half the birds in the state were in about 1,600 flocks having from 1,000 to 40,000 hens each. New flocks of 10,000 birds and up are being started. Many existing flocks are getting larger. Others are being reduced or disbanded.

The poultry flock is becoming less and less a part-time job of the farmer and his wife. And much of the poultry business is being concentrated around the heavy consuming communities of Chicago, St. Louis, Rockford, Peoria and the Moline-Rock Island-Davenport complex. Yet there is still a big potential from Jo Daviess county to Massac; from Adams to Vermilion.

Along with this specialization--to combat high costs and meet the demand for high-quality eggs--have come better working conditions for operators and better homes for the birds. Agricultural engineer and architect, working with specialist and scientist, are providing all modern conveniences for the industry.

The once-popular straw-loft poultry house has given way to the streamlined, ventilated, insulated, artificially lighted, totally enclosed production house on many farms.

Mechanization and automation add to the comforts and reduce the per unit labor costs. Total slat floors are being used for a few flocks.

Cages are raising the industry from the floor. Engineer-architects are finding ways of housing more and more cages and birds in a given space without endangering health and production. But cages have not yet proved a clear superiority over the floor method. Management, rather than cages or floors, still plays the key role. Better feed efficiency, fewer deaths and cleaner eggs are claimed assets for cages. Bone fragmentation during the processing of caged birds is still a problem, however.

Lighting practices are changing too. Instead of illuminating the flock for a constant 13- to 14-hour working day, farmers are tending to restrict the daily period under lights while the pullets are between 10 and 22 weeks old. In general, restricting the light early increases egg production during the laying period, delays sexual maturity and brings a more uniform production peak throughout the flock. Small eggs are fewer.

With layers, more and more poultrymen are beginning to increase the day length after production begins. Ridlen says this continuing stimulation could have advantages. Some warm-type fluorescent tubes are being used, but the incandescent lamp is still satisfactory. Reflectors double the amount of light at hen level.

But, as usual, specialization-intensification is not a one-way business. It has problems as well as advantages. Major bogey on many farms is removal of manure--once a 1-cent-a-dozen-eggs asset but now a 1-cent-a-dozen deficit. Proximity to urban housing adds to the trouble.

Hauling and spreading is still an answer, but nearby places to spread the manure are getting harder to find. Water tanks and lagoons have possibilities but present problems right now. Dehydration costs are still too high. The final answer could be incineration. Some of the manure's gases could provide part of the fuel. This method, too, is still in the experimental stage.

As flocks get larger, disposal of even an acceptable percentage of dead birds--assuming a death rate of 6 percent a year--becomes a problem. Improper and unsanitary methods endanger both human and poultry health. Incineration is the easiest, most sanitary and most satisfactory method on many farms. Operating costs range upward from 1 1/2 cents a bird. Disposal pits are less costly than incinerators.

Good sanitation, chemicals and baits help to keep associated fly and vermin problems under control in well-run flocks.

Among the layers themselves, the percentage of heavy breeds has declined. Hybrid and strain crosses, based on the White Leghorn, are becoming more popular. Random-sample laying tests have helped to pinpoint the most productive strains.

Associated with specialization and breed developments is the rise of the started pullet. Sales are expected to top three million this year. For despite mechanization, automation and other modern conveniences, many egg producers no longer have the time or the facilities to raise large numbers of replacements.

Big advantages of started pullets are the possibilities of buying uniform top-quality lines of mass-produced chickens and conducting all-in all-out programs with consequent lowered chances of clinical and subclinical infections. Current problems include doubts about getting top-quality pullets where and when they are needed most. At the moment, pullet producers have a good profit margin for 16- to 22-week-old youngsters. More good men in the business would help to lower cost and improve quality and convenience.

Another management trend is to force-molt the flock and keep the layers for a second year. Advantages include postponement of the need to buy or rear replacement pullets; the spreading of low-salvage-value returns over two seasons instead of one; and the production of larger eggs, especially for the more lucrative house-to-house trade. Second-year flocks can be satisfactory, too, for the breaker trade, where upstanding yolks and thick albumen are not so important.

However, although albumen and shell quality are restored for a while in the second year, they decline rapidly later. Incidence of blood spots increases, egg production dips substantially and, according to a Cornell University study, death rates almost double. Experiments with feed consumption so far are inconclusive.

In the feed trough itself, carefully formulated rations and premixes provide necessary protein, vitamins, minerals and other ingredients for top production. People who provide their own corn and mix their own feed have a cost advantage. Augers give the hens a "not-touched-by-human-hands" service. Automation adds an "on time all the time" delivery to keep production moving.

Of the diseases, leucosis and chronic respiratory disease are still potential dangers. Good vaccination programs protect layers against Newcastle disease, bronchitis and fowl pox.

The Illinois poultry industry has just about everything except the incentive to produce the eggs that other states can deliver to Chicago and other Land of Lincoln consumers. Most local farmers prefer to produce other things with their time, money and undoubted natural advantages.

Illinois has the assets to produce eggs cheaply and efficiently. But right now this state is more content to devote its skills, labors and investments to other industries and let others keep the egg baskets filled.

To Selected Farm Magazines

This story will be released to our regular news outlets the week of October 19, 1964

UI Studies Show No Advantage
In Adding Limestone To Silage

URBANA--Recent University of Illinois dairy studies showed no advantage for adding ground limestone to corn at ensiling time.

U. of I. researchers filled two silos with corn cut at the dent stage. They added 1 percent ground limestone to one silo at the rate of 20 pounds per ton of corn ensiled. The other silo was filled with control silage made with corn from the same field.

Silage from the silos was then fed to two groups of cows divided equally according to age, weight, stage of lactation, stage of gestation and milk production.

U. of I. researchers J. H. Byers, C. L. Davis and C. E. Baylor say a two-week preliminary period and a 77-day experimental feeding trial showed no difference between the two groups in dry matter consumption, body weight gains or 4 percent fat-corrected milk production.

A marked increase in the lactic and acetic acid content of the treated silage did not lead to an expected change in milk production or butterfat test, the researchers explain. Also, rumen volatile fatty acids were not significantly changed by using limestone on the silage.

In concurrent tests, results of digestion trials with Holstein dairy steers showed no difference in feed utilization efficiency for the two silages.

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U. Of I. Farm Structures Day
Set For November 19 in Urbana

URBANA--Reports on farm building trends, insulation and ventilation for livestock buildings and good poultry housing are some of the highlights of the annual University of Illinois Farm Structures Day program, November 19.

U. of I. agricultural engineer A. J. Muehling says other high-interest topics on the program include reports of research on heavy lumber rigid frames, insulated sandwich panels in farm structures and successful confinement swine buildings.

Theme of the program is "What's ahead for livestock housing in Illinois." Program speakers include Max Petzenhauser, farm structures engineer with Ralston Purina Company, and John Pedersen, manager of the Midwest Plan Service, Ames, Iowa. In addition, a number of U. of I. staff members will appear on the program.

Registration for Farm Structures Day begins at 8:30 a.m. in the Bevier Hall Auditorium. The program begins at 9:30. A registration fee of \$5.50 will cover the cost of lunch and program proceedings. All lumber and building material dealers and others interested in farm buildings are invited to attend.

-30-

GMB:je
9/28/64

July 19, 1914

Chicago, Ill.

Dear Sir: I have the honor to acknowledge the receipt of your letter of the 17th inst. and in reply to inform you that the same has been forwarded to the proper authorities for their consideration. I am, however, unable to give you any definite answer at this time, as the matter is still under consideration. I am, however, sure that the authorities will give it the most careful consideration and will render a decision as soon as possible.

I am, Sir, very respectfully,
Yours very truly,
J. H. Smith

Enclosed for you are two copies of the report of the committee on the subject of the proposed amendment to the constitution of the American Medical Association. I am sure that you will find the report of great interest and value.

AMJ



AGRI-PIX

NUMBER 1

OCTOBER 1964

Extension Editorial Office
University of Illinois
College of Agriculture
Urbana, Illinois



◀ THE WIDTH OF A HORSE'S RUMP was the only reason for 40-inch corn rows, says University of Illinois agronomist Johnny Pendleton. He believes that narrower rows--closer to the width of a tractor wheel than a horse's rump--higher fertility and increased plant populations may help break the corn yield barrier. Commercial fertilizers have replaced fish as a source of crop plant food. Why continue to plant our cornfields for the horse, Pendleton asked at a recent U. of I. Agronomy Day program.

JUST AS THE HUMAN FINGER-PRINT identifies its owner, so does a profile tell the story of a soil and its properties. Here University of Illinois soil classification specialist Ed Runge reads a soil profile which was taken from the ground with a hydraulic coring machine. By studying profiles such as this one, agronomists can quickly gather valuable information about a soil's crop growing capabilities or its potential for supporting future buildings or highways.



◀ PORTABLE TRANSISTOR RADIOS ARE INDEED THE FAD. Even deer in the area of the University of Illinois Dixon Spring Research Center are carrying them around their necks (inset). However, Pope County deer have not become addicted to the latest Beatle records. The transmitters broadcast frequencies that enable researchers to keep track of deer movements. The scientists are probing the possible transmission of diseases from deer to livestock. Making friends with a pet deer modeling one of the transistors is Deborah Cole of Simpson, Illinois.



November 1964, No. 81

EDITOR'S NOTE: Included in this issue of News For Farm Paper Editors is our first AGRI-PIX, a proposed new monthly photo service designed to supply agricultural editors with our best photos of College of Agriculture research. If adopted, the AGRI-PIX service would supply you with three to four photos a month.

Here is the service we offer: You can continue to receive AGRI-PIX in its present "ready-to-use" form with each issue of News For Farm Paper Editors. In addition, you may order 8 x 10 prints of one or more of the photos by indicating your preference on the Farm Editors' Order Sheet.

AGRI-PIX is purely experimental. Before adopting the service as a regular addition to this monthly letter, we want to make sure editors feel that they can make use of it. You can indicate your feelings about the proposed service on the Farm Editors' Order Sheet section of this letter.

Events Coming Up...

U. of I. Farm Structures Day, November 19, Bevier Hall Auditorium, Urbana. Registration begins at 8:30 a.m. "What's Ahead for Livestock Housing in Illinois" is the theme of the program, which features eight U. of I. agricultural engineers and three business specialists in farm structures. Reports on farm building trends, insulation and ventilation for livestock buildings, research on heavy lumber rigid frames, successful swine buildings and good poultry housing highlight the program. Lunch is included in the \$5.50 registration fee.

5th Annual Turfgrass Conference, December 3-4, Law Building Auditorium, Urbana.

Sheep Day, December 11, U. of I. Stock Pavilion, Urbana. The program features reports on high-concentrate ewe diets, nutritional studies with early-weaned lambs, lamb carcass research, lamb management studies, estrus control and superovulation research and the market outlook. Registration begins at 9:30 a.m. Lunch will be served by the U. of I. Hoof and Horn Club.

Agricultural Industries Forum, February 2-3, Illini Union, Urbana. Agricultural economist J. R. Roush is general chairman of the 7th annual Forum. In addition to general sessions, special programs are tentatively scheduled for those interested in marketing of dairy products, egg and poultry marketing, livestock marketing, grain, feed and other farm supplies.

Research in Progress...

A massive artificial insemination program involving 385 head of beef cattle was completed within a four-day period in June by U. of I. animal scientists. The project was undertaken to improve the University herd at the Dixon Springs Agricultural Center. However, information gained from the project could prove invaluable during future attempts at mass artificial insemination.

The researchers preassigned semen from six bulls to females in the project. The females were divided into four groups and then treated for 18 days with a progesterone-like compound in their feed before being artificially inseminated within the four day period.

Group 1 was inseminated by observed heat over a three-day period. Group 2 was indiscriminately inseminated two days in a row. Half of Group 3 was injected with ECP (a heat-inducing compound), and half was injected with HCG the morning of the first day and inseminated the following afternoon. Half of Group 4 was injected with ECP and half with HCG the morning of the second day and inseminated the afternoon of the third day.

Those cows showing signs of heat at the next cycling (about 2-1/2 weeks after the first insemination) were inseminated again. Bulls were turned with the remaining cows a week later.

This fall the cows will be palpated for pregnancy, and the veterinarian's diagnosis will be added to the record of each cow. When the cows calve next spring, another careful check will be made to complete records and to determine the percentage of success from the first and second artificial inseminations as well as the percentage of cows which were off cycle despite the use of the progesterone-like compound. (JAP)

* * * * *

The impacts and interactions of major government programs affecting agriculture are under analysis in a research project now under way at the University of Illinois. The study will inventory the expenditure of public funds in the direct or indirect support of agriculture.

Agricultural economists will try to determine the effect of government programs on the use of human and material resources, level and type of production, level and distribution of income and method of forming and distributing capital, and in relation to general growth of the economy. (JAP)

* * * * *

A control for unloading silos automatically has been tested successfully on the U. of I. beef farm. Key components of the system are (1) a top-mounted silo unloader with two motors attached, one to drive the gathering auger and one to power the impeller; (2) a power hoist driven by a 1/2-horsepower, reversible electric motor that can raise or lower the unloader; and (3) a current meter relay system that senses the current to the impeller motor.

The current drawn by the impeller is determined by the weight of silage being delivered. If current demand on the impeller motors raises above preset limits, the current relay meter signals the hoist's reversible electric motor to raise the silo unloader and thereby send less silage through the system. When current demands fall low, the current relay system reverses the electric motor, dropping the unloader deeper into the silage.

In addition to regulating the unloader level during the feeding period, the winch lifts the unloader, on signal from the main control panel, at the end of the feeding cycle. Raising permits the unloader to clear the silage and keeps the equipment from freezing down.

Safety controls built into the system can stop the entire operation if something goes wrong with any component. At the same time, an indicator lamp on the main control panel lights up, indicating the location of the trouble. A warning lamp on top of the silo also lights to signal the problem. (HDN)

* * * * *

Moisture content of plywood paneling in confinement swine buildings and the effects of moisture on construction glues are receiving research attention from U. of I. agricultural engineers. The researchers point out that excessive moisture not only is undesirable for animals, but can also affect the structure itself.

Findings to date indicate that exterior-type plywood should be used as the interior wall lining of a confinement building. However, the researchers say it's doubtful that moisture content of framing lumber would ever be too high for safe use of such glues as casein in buildings with adequate ventilation and vapor barriers. (HDN)

* * * * *

The effect of heavy refeeding after long periods of starvation is the subject of continuing research by U. of I. biochemists. The study is an attempt to determine any correlation between starvation diets and high blood pressure.

Four groups of crossbred hogs are being used. Group 1 is a control group on a normal maintenance diet. Group 2 is starved and fed a normal diet alternately and also is regularly exercised on a treadmill. Group 3 is starved and fed a high-fat diet alternately. Group 4 is alternately starved and fed a normal diet. (JAP)

* * * * *

U. of I. agricultural engineers are continuing work with one of the few research "tillage bins" in the country in an effort to find the ideal shape of tillage tools to minimize draft.

Many of today's plowing and tillage tool designs are based more on educated guesses and trial-and-error research than on basic soil mechanics theory. The tillage bin could help solve this problem.

The bin is a 33-foot trough filled with an artificial soil to a depth of eight inches. A motor-driven carriage over the bin powers experimental tools through the soil during tests, and special force-recording equipment measures vertical and horizontal forces exerted on the tools.

Before the tests are completed, U. of I. researchers will study the effects of depth, width and shape on the performance of tillage tools. One current study is aimed at explaining why an increase in speed is accompanied by an increase in draft. (HDN)

* * * * *

A cooperative apple breeding program started nearly 20 years ago is about to reach the fruiting stage. The University of Illinois, Rutgers University and Purdue University joined forces in the mid-1940's to breed better apples that were also scab-resistant.

To produce scab-resistant apples, a resistant Asiatic ornamental crab-apple was crossed with commercial varieties. Two scab-free selections from the fourth generation of this cross may be named after further screening by the co-operating research group. (JJF)

* * * * *

Contracts have been approved for constructing the first units of a new U. of I. Swine Research Center, the first step in a long-range plan for modernizing the South Farm research facilities. The present swine farm will be vacated to release land for the southward expansion of the U. of I. campus. (HDN)

* * * * *

Available Publications...

AGRICULTURAL ECONOMICS

- AERR-72 Processing and Distribution of Feeds for Hogs Produced in Confinement.
R. N. Van Arsdall. 24 p.
- AE-3792 Farm Management Manual. R. A. Hinton. 23 p.
- AE-4029 Some Adjustments Made by Early Adopters of Confinement Production of Hogs. R. N. Van Arsdall. 10 p.
- B-702 Illinois Country Grain Elevator Financial Organization and Operation.
D. A. Storey and R. A. Gillfillan. 45 p.
- TA-19 Automatic Adjustments in Cash Rent. F. J. Reiss.
- TA-20 Incentive Plans for Farm Workers. F. J. Reiss.
- IV-A-31 Income Statement Ratios. R. P. Bentz.
- 64-16 Adding Livestock for Added Income. J. E. Wills and A. G. Mueller
- 64-17 Keys to a Successful Grain-Farm Operation.
D. F. Wilkin and C. E. Botterbusch.

AGRICULTURAL ENGINEERING

- 9-64 Farm Structures Engineering Report. E. L. Hansen and J. D. Bradley.
36 p.
- 11 Safe Private Water Wells. P. A. Boving.
- 25 Farmstead and Farm Building Planning Aid. D. G. Jedeke and M. D. Hall.
2 p.

- 26 Concrete Slotted Floors for Farrowing Crates. D. G. Jedele.
- 27 Partially Slotted Floors for Farrowing Crates With Wood or Steel Slats.
D. G. Jedele.

AGRONOMY

- CW-10-64 What's Happening to Soybeans in Illinois? C. G. Webb. 4 p.
- 285 Fall vs. Spring Plowing. W. D. Pardee.
- 286 Pasturing Sorghum-Sudangrass Hybrids After Frost. W. D. Pardee.

ANIMAL SCIENCE

- C-867 Mechanical and Automatic Feeding Systems for Livestock Farms. 20 p.
- 10-64 All-In, All-Out Replacement Program. H. S. Johnson and S. F. Ridlen.
- GER-10-64 Results of Ohio Lamb-Feeding Trials. G. E. Ricketts.

DAIRY

- F-31 Value of Dicarbonates Limited in Preventing Low Fat Tests. L. R. Fryman

PLANT PATHOLOGY

- 404 Snow Molds. M. C. Shurtleff, M. P. Britton and J. D. Butler.
- 802 Cedar Apple Rust. D. Powell
- 803 Apple Scab. D. Powell.

AGRI-PIX (8 x 10 photos available)

- 64A-10-1 The width of a horse's rump was the only reason for 40-inch corn rows.
- 64B-10-1 Just as the human fingerprint identifies its owner, so does a profile tell the story of a soil.
- 64C-10-1 Portable transistor radios are indeed the fad.

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FARM EDITORS' ORDER SHEET

If you would like any of this month's listings, please return to address below by November 20.

Dean Nosker
College of Agriculture
University of Illinois
Urbana, Illinois 61803

November 1964, No. 81

Please send the following items circled below:

AGRICULTURAL ECONOMICS: AERR-72, AE-3792, AE-4029, B-702

Economics for Agriculture: TA-19, TA-20

Current Comments on Egg and Poultry Marketing: IV-A-31

Farm Management Facts and Opinions: 64-16, 64-17

AGRICULTURAL ENGINEERING: 9-64

Engineering Tips: 11, 25, 26, 27

AGRONOMY: CW-10-64

Agronomy News: 285, 286

ANIMAL SCIENCE: C-867

Monthly Poultry Suggestions: 10-64

Lamb Feeders Letter: GER-10-64

DAIRY: F-31

HOME ECONOMICS: C-710, C-749, C-835

HORTICULTURE: C-695, C-801

PLANT PATHOLOGY: 404, 802, 803

AGRI-PIX: 64A-10-1, 64B-10-1, 64C-10-1

I want to receive AGRI-PIX as a regular supplement to the News For Farm
Paper Editors' Letter. _____ YES _____ NO.

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Name _____ Publication _____

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December 1964, No. 82

Events Coming Up...

Rural Sociology Seminar, December 2-4, Mumford Hall, Urbana, and Hott Memorial Center, Monticello. At the opening meeting on December 2 in Mumford Hall, President Paul A. Miller of West Virginia University will speak on "The Concerns and Contributions of Rural Sociology in Land-Grant Institutions." Additional meetings at the Hott Memorial Center are closed workshop sessions for rural sociology specialists, who will discuss such topics as "Rural Social Organization and Social Change," "New Dimensions in Rural Sociology" and "The Processes of Group Action in Implementing Change."

U. of I. Sheep Day, December 11. The program features results of the latest U. of I. sheep research on protein supplements for feeder lambs, high-concentrate diets for gestating and lactating ewes, intensive sheep production and rations using urea as a protein source. Other high-interest program topics include discussions of ewe estrus control and superovulation, lamb carcass evaluation, specific parasite-free lambs and market outlook. The program begins at 10:00 a.m. in the U. of I. Stock Pavilion.

Materials Handling and Grain Drying Workshop, January 19-21. Discussions of the economic considerations and the systems and equipment involved in drying grain highlight this annual program. U. of I. agricultural engineer Elwood F. Olver says that the entire program will be devoted to grain drying. The program starts at 10:00 a.m. on January 19 in the U. of I. Assembly Hall. A registration fee of \$15 covers all workshop handout materials and a banquet.

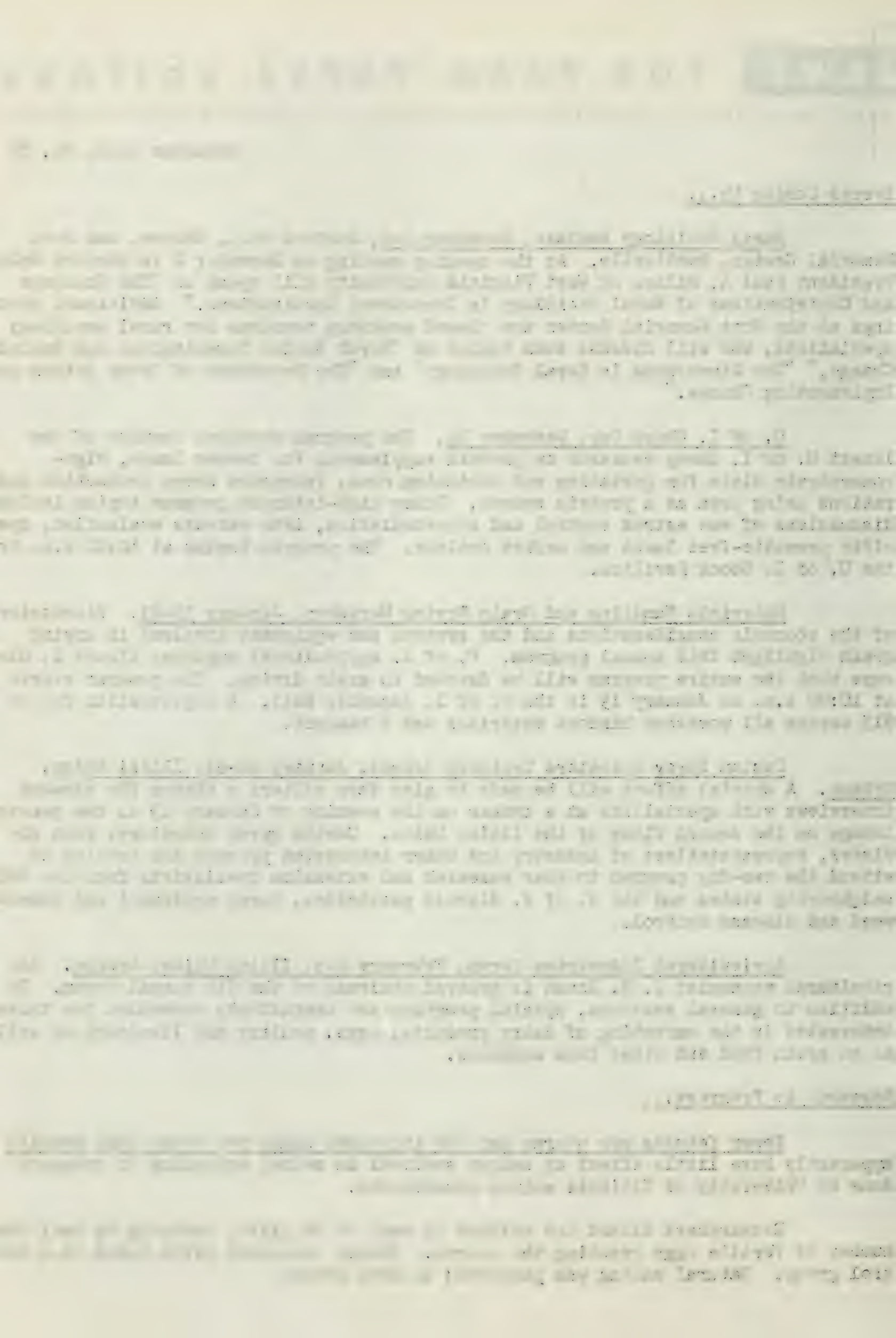
Custom Spray Operators Training School, January 20-21, Illini Union, Urbana. A special effort will be made to give farm editors a chance for advance interviews with specialists at a smoker on the evening of January 19 in the general lounge on the second floor of the Illini Union. Custom spray operators, farm advisers, representatives of industry and other interested persons are invited to attend the two-day program to hear research and extension specialists from the USDA, neighboring states and the U. of I. discuss pesticides, spray equipment and insect, weed and disease control.

Agricultural Industries Forum, February 2-3, Illini Union, Urbana. Agricultural economist J. R. Roush is general chairman of the 7th annual forum. In addition to general sessions, special programs are tentatively scheduled for those interested in the marketing of dairy products, eggs, poultry and livestock as well as on grain feed and other farm supplies.

Research in Progress...

Fewer fetuses per uterus and the increased space per fetus that results apparently have little effect on embryo survival in swine, according to research done by University of Illinois animal geneticists.

Researchers closed one oviduct in each of 24 gilts, reducing by half the number of fertile eggs reaching the uterus. Twenty untreated gilts acted as a control group. Natural mating was permitted in both groups.



After 18 to 50 days of gestation, the gilts were killed and corpora lutea and fetuses were counted. There were always more corpora lutea on the ovary of the intact side than there were fetuses in treated gilts, suggesting no migration of eggs from the closed side.

Fetuses were found in both uterine horns in all gilts. Each treated gilt averaged 5.3 fetuses, and control gilts averaged 9.4 fetuses each.

On the ovary on the intact side of treated gilts, 67 percent of the corpora lutea counted were represented by live fetuses as compared with 70 percent embryo survival in control gilts.

Researchers believe, therefore, that there is no conclusive evidence that less intra-uterine crowding because of fewer fetuses per uterus decreases embryo mortality. (JAP)

Influence of feeding method on rate and efficiency of gains for hogs that were full-fed and limited-fed from 100 to 200 pounds has been investigated at the U. of I. Animal scientists compared individual and group feeding in both feeding stalls and open troughs.

Method of feeding failed to affect the performance of full-fed pigs. However, limited-fed pigs fed individually at 4 or 5 pounds per day showed more rapid and efficient gains than limited-fed pigs fed in a group at the rate of 4 or 5 pounds daily. Adding 2 percent bentonite to the diet of limited-fed pigs showed no effect on performance. (HDN)

For the first time in three years, corn yields from zero tillage at the Dixon Springs Agricultural Center exceeded yields from conventionally tilled plots. Plots broadcast-sprayed with atrazine and either amino triazole or paraquat made slightly less than 80 bushels per acre. The plots, which were knee-high in fescue at planting time, were sprayed just after corn planting. Plots that were plowed before planting and cultivated conventionally made slightly above 70 bushels.

Both moisture (which was in short supply) and stand played a part in the better showing for zero tillage this year. Soil moisture was 12 to 15 percent higher under the killed fescue than on conventionally tilled plots. With some minor adjustments to the planter, agronomist George McKibben was able to get more complete stands with minimum tillage than in past experiments. (JJF)

U. of I. minimum tillage studies on corn following soybeans indicate that farmers can lessen the number of field operations without greatly reducing yields. All plots in a study at the Elwood Research Center in northeastern Illinois received broadcast pre-emergence atrazine and one midsummer cultivation. Only the seedbed preparation differed.

Plots planted directly in soybean stubble with no seedbed preparation yielded 73 bushels per acre. Plots prepared by disking before planting made 94 bushels. Plots field-cultivated before planting made 99 bushels. Plots strip-tilled 10 inches wide in the row area--no tilling in row middles--made 100 bushels. Conventionally prepared plots--plowing and disking before planting--made 104 bushels. Fields prepared by plow and field cultivating before planting made 106 bushels per acre.

Agronomists Tom Hinesly and Ellery Knake plan to continue the study for two more years. (JJF)

A study of conditions leading to channel erosion immediately upstream from drop spillways has been started in the U. of I. Agricultural Engineering Department.

Researchers have sent out questionnaires that, when returned, will give information on channel and spillway performance for some 200 field installations in Illinois. They have also built a 4- x 12-foot model flume in the laboratory to study degree of scour associated with various combinations of spillway and approach channel designs. (HDN)

To determine the effects of semen volume and sperm count in artificial insemination was the purpose of a research project recently reported by U. of I. animal geneticists. Results show that the proportion of fertilized eggs tends to increase when the numbers of sperm inseminated within any semen volume increases.

In this project, time of ovulation in 85 gilts was appointed by an intramuscular injection of an ovulating hormone. Gilts were then inseminated during heat at a scheduled time ranging from 24 hours before to 24 hours after ovulation.

At laparotomy 2 to 56 hours after ovulation, each oviduct was flushed with a saline solution and the number of eggs fertilized in each was determined. Ovulation points totaling 1,069 were counted and 855 eggs, representing 80 percent of the total, were recovered.

As the interval between insemination or ovulation and flushing lengthened, the proportion of fertilized eggs increased. Sperm were not observed in the cytoplasm of eggs recovered sooner than six hours after insemination or sooner than four hours after ovulation. Gilts inseminated with 20, 100 or 200 ml. of semen had 0 percent, 43 percent and 22 percent eggs fertilized, respectively.

In one experiment smooth muscle stimulants were added to the semen. Researchers found that this addition increased the proportion of eggs fertilized at the higher semen volumes. (JAP)

U. of I. animal science researchers are using the large animal K-40 counter to study how quickly radioactive cesium is eliminated from a dairy cow's system. Two groups of cows are receiving pelleted hays containing cesium--one at high levels and the other at low levels. The cow groups are switched every two months. The K-40 counter measures radioactivity in the animals. (HDN)

U. of I. researchers report excellent crabgrass control when Tupersan, a new pre-emergence killer, was applied at rates of 4 and 7 pounds per acre. Rates of 7 pounds or less have not reduced germination or seedling vigor of Kentucky bluegrass, creeping red fescue, redtop or bentgrass.

It appears that Tupersan could have an important place in establishing new lawns and also might make it possible to establish lawns throughout the summer. (JJF)

Self-anchored, insulated concrete wall panel construction is now under study in the Department of Agricultural Engineering. The study includes the development of panel and foundation designs, casting techniques and erection procedures. (HDN)

Greenhouse tomatoes have been planted on the first day of each month since September 1 and will continue until January 1 in a project now under way at the U. of I. Dixon Springs Agricultural Center. Object of the study is to evaluate the effect of planting dates on yield. (HAC)

Available Publications...

AGRICULTURAL ECONOMICS

- JMH-4-64 Making Effective Use of Farm Budgets. J. M. Holcomb. 10 p.
- AERR-69 Landlord and Tenant Shares, 1963. F. J. Reiss. 31 p.
- TA-21 Effects of Different Uses of Land on Nearby Property Values.
J. Jopek and F. J. Reiss. 2 p.
- MKTG-38 The 1964-65 Feed Situation. L. F. Stice. 6 p.
- III-A-2-32 The Law of Comparative Advantage. R. P. Bentz. 2 p.
- 64-18 Processing and Distributing Concentrate Feeds. J. E. Wills.
- 64-19 Hogs: Produce and Finish, Produce or Finish? R. A. Hinton.

AGRONOMY

- C-893 Soil Disinfestation, Methods, and Materials. M. C. Shurtleff,
D. P. Taylor, J. W. Courter and H. B. Petty. 23 p.
- C-895 Illinois Forage Handbook. F. W. Andrew, G. R. Carlisle,
L. R. Fryman, D. F. Wilken and W. D. Pardee. 16 p.
- 12-64 Oats in Illinois for 1965. W. D. Pardee, W. O. Scott and
C. M. Brown. 20 p.
- 287 New Varieties Top Illinois Oat Trials. W. D. Pardee.

ANIMAL SCIENCE

- 11-64 All-In, All-Out Replacement Program. H. S. Johnson and S. F. Ridlen.
- GER-11-64 Twenty-One Counties Participating in Extension Sheep Schools.
G. E. Ricketts.

DAIRY

- D-736 Current Dairy Feeding Recommendations. L. R. Fryman. 22 p.

PLANT PATHOLOGY

- 108 Stem Rust of Small Grains and Grasses. M. C. Shurtleff and
R. W. Bills.
- 112 Loose Smut of Wheat. M. C. Shurtleff, W. M. Bever and F. C.
Quebral.

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FARM EDITORS' ORDER SHEET

If you would like any of this month's listings, please return to address below by December 20.

December 1964, No. 82

Extension Editors
College of Agriculture
University of Illinois
Urbana, Illinois

Please send the following items circled below:

AGRICULTURAL ECONOMICS: JMH - 4-64, AERR-69

Economics for Agriculture: TA-21, MKTG-38

Current Comments on Egg and Poultry Marketing: III-A-2-32

Farm Management Facts and Opinions: 64-18, 64-19

AGRONOMY: C-893, C-895, 12-64

Agronomy News: 287

ANIMAL SCIENCE:

Monthly Poultry Suggestions: 11-64

Lamb Feeders Letter: GER-11-64

DAIRY: D-736

PLANT PATHOLOGY: 108, 112

AGRI-PIX: D-1, D-2, D-3, D-4 (8 x 10 photos available)

Remarks: _____

Name _____ Publication _____

Address _____

HDN:ml

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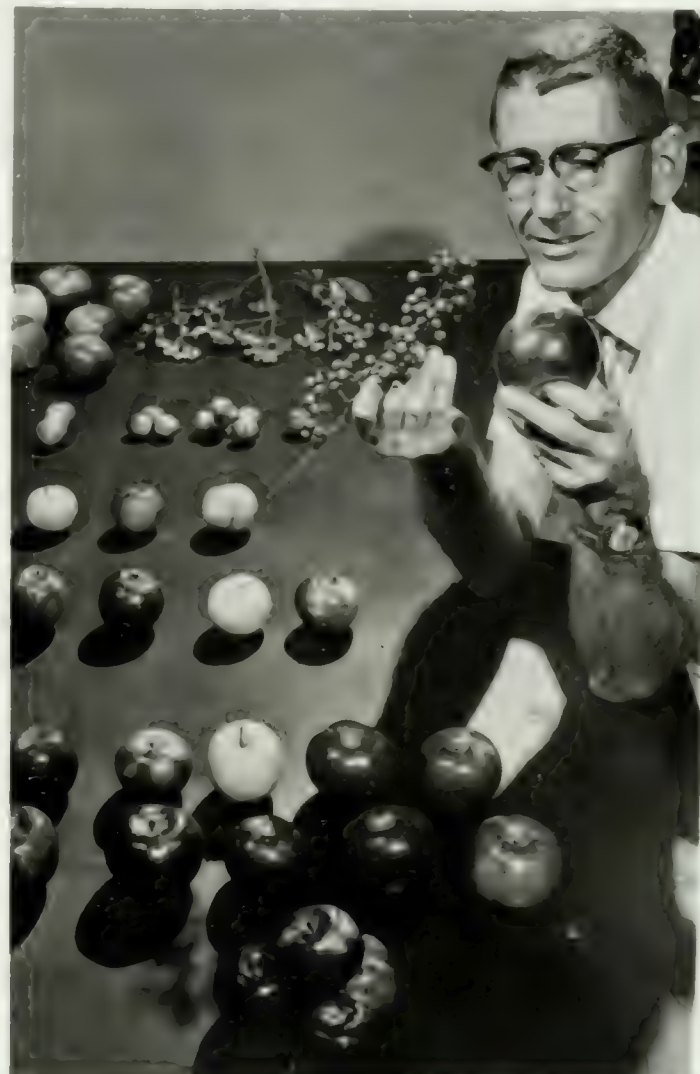
D1 - WHEN IT COMES TO STAR-LINGS, many farmers and city residents as well would like to get hold of a cannon. Well, that's exactly what researchers have done on the University of Illinois South Farms where starlings have ruined many costly experiments. They've installed an automatic time-controlled acetylene cannon. The three-foot-long cannon is completely harmless, but it makes enough noise to convince the birds otherwise.



D2 - UNIVERSITY OF ILLINOIS floriculture specialist J. R. Culbert (left) and M. C. Carbonneau (right) show results of the use of B-Nine, a chemical dwarfing agent. Compared with the natural, tall chrysanthemum (right), the B-Nine treated one (left) is shorter, with a stronger stem, improved foliage color, and the foliage closer to the flower. It also has better keeping qualities.

D4 - APPLE RESEARCHER D. F. Dayton of the University of Illinois Department of Horticulture contrasts the source of apple scab resistance with the "finished produce," a marketable apple. The resistance source came from an Asiatic ornamental crab-apple, appearing beside commercial varieties in the background. Each row depicts a generation of breeding. The two piles of apples in the foreground are selections from the fourth generation which may be selected as varieties after final testing.

THIS YEAR'S HIGHEST YIELD--146 bushels--equaled the record for the famed Morrow Plots at the University of Illinois, reports agronomist Al Lang. The yield came from a plot receiving manure, lime and phosphorus (MLP) in a corn-oats-clover rotation. A continuous-corn, no treatment plot--in corn since 1876--(left) made 47 bushels. MLP plot made 79 bushels, LNPK made 110 and the continuous corn with MLP plus NPK (right) made 126 bushels. Nubbins result when soil doesn't meet cropping demands.



From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

January - February 1964

January 2-3	Illinois Cannery School. Urbana-Lincoln Hotel, Urbana.
January 8	Cook County Vegetable Growers School. Cook County Truck Gardeners Building. Arlington Heights.
January 9	Sheep Day. Dixon Springs Experiment Station, Robbs.
January 10	South Cook County Vegetable Growers School. Thornton Community Building.
January 14-16	Farm Mechanization Workshop. University of Illinois Assembly Hall, Urbana.
January 22-23	Illinois Nutrition Conference. University of Illinois, Urbana.
January 22-23	Illinois Custom Spray Operators Training School. Illini Union Building, Urbana.
January 23-24	State Fertilizer Conference. Champaign Country Club.
January 23-24	Agricultural Industries Forum. University of Illinois, Urbana.
January 27-March 6	Winter Short Course in Agriculture. University of Illinois, Urbana.
January 27-29	Rural Pastors and Lay Leaders Short Course. University of Illinois, Urbana.
January 28-29	Vegetable Growers School for Madison, St. Clair and Monroe Counties. Vegetable Growers Hall, Caseyville.
January 29	Poultry Short Course. Loveland Community House, Dixon.
January 30	Poultry Short Course. Farm Bureau Auditorium, Kankakee.
January 30	Southern Illinois Vegetable Growers School. Farm Bureau Building, Jonesboro.
January 30-31	Illinois Society of Professional Farm Managers and Rural Appraisers Annual Meeting. University of Illinois.
January 30-31	Illinois Land Improvement Contractors Association Meeting. Hotel St. Nicholas, Springfield.
February 5, 12, 19, 26	Poultry Short Course. Loveland Community House, Dixon.
February 6, 13, 20, 27	Poultry Short Course. Farm Bureau Auditorium, Kankakee.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

February - March 1964

February 3-4	Southern Illinois Horticultural Society Meeting. Plant Industries Building, Southern Illinois University, Carbondale.
February 5	Illinois 4-H Foundation Meeting. Illini Union, Urbana.
February 5, 12, 19, 26	Poultry Short Course. Loveland Community House, Dixon.
February 6, 13, 20, 27	Poultry Short Course. Farm Bureau Auditorium, Kankakee.
February 11-12	Calhoun County Horticulture School. Hardin High School Auditorium, Hardin.
February 12	Northern Illinois Swine Institute. Rochele High School, Rochelle. 10 a.m. - 3 p.m.
February 18	Central Illinois Horticultural Society Meeting. Flamingo Restaurant, Quincy. 9 a.m. - 4 p.m.
February 18	Local 4-H Leaders Meeting. First Methodist Church, Mattoon. 9:30 a.m.
February 18-19	Illinois State Turkey Growers Association Meeting. Pere Marquette Hotel, Peoria.
February 19	Northern Illinois Horticultural Society Meeting. Rici's Restaurant, Princeton. 9 a.m. - 4 p.m.
February 19	Local 4-H Leaders Meeting. St. John's Lutheran Church, Champaign. 9:30 a.m.
February 20	Local 4-H Leaders Meeting. Masonic Temple, Decatur. 9:30 a.m.
February 21	Local 4-H Leaders Meeting. Odell Congregational Church, Odell. 9:30 a.m.
February 25-26	Tomato Breeders Round Table. LaSalle Hotel, Chicago.
February 26	Illinois State Strawberry Meeting. Community Center, Centralia. 9 a.m. - 4 p.m.
February 29	4-H and FFA Purebred Dairy Calf Sale. U. of I. Stock Pavilion, Urbana.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

March 4	Poultry Short Course. Loveland Community House, Dixon.
March 5	Poultry Short Course. Farm Bureau Auditorium, Kankakee.
March 6	Turner Hall Dedication. University of Illinois, Urbana.
March 7	Area Barrow Show and Marketing Clinic. Francis 4-H Field, New Lennox. 10 a.m.
March 7-15	Chicago World Flower and Garden Show. McCormick Place, Chicago.
March 8-14	Agricultural Careers Week.
March 14	Area Barrow Show and Marketing Clinic. Van Hoefft Auction Arena, Kewanee. 10 a.m.
March 14	Agriculture Student Guest Day and Home Economics Hospitality Day. University of Illinois, Urbana.
March 20	Illinois Farm Electrification Council Annual Meeting. Corn Belt Electric, Bloomington. 10. a.m.
March 21	Area Barrow Show and Marketing Clinic. Lee County 4-H Center Amboy. 10 a.m.
March 24	Illinois Swine Day. University of Illinois, Urbana.

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1/29/64

From Extension Editorial Office
College of Agriculture
University of Illinois
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

March-April 1964

March 4	Poultry Short Course. Loveland Community House, Dixon.
March 5	Poultry Short Course. Farm Bureau Auditorium, Kankakee.
March 6	Turner Hall Dedication. University of Illinois, Urbana. 1 p.m.
March 7	Area Barrow Show and Marketing Clinic. Francis 4-H Field, New Lennox. 10 a.m.
March 7-15	Chicago World Flower and Garden Show. McCormick Place, Chicago.
March 8-14	Agricultural Careers Week.
March 11	National Stockyards Market Hog Show. National City. 8 a.m.
March 12	Benton Cooperative Feeder Pig Sale. Benton. 1 p.m.
March 14	Area Barrow Show and Marketing Clinic. Van Hoeft Auction Arena, Kewanee. 10 a.m.
March 14	Agriculture Student Guest Day and Home Economics Hospitality Day. University of Illinois, Urbana. 8 a.m.
March 20	Illinois Farm Electrification Council Annual Meeting. Corn Belt Electric, Bloomington. 10 a.m.
March 21	Area Barrow Show and Marketing Clinic. Lee County 4-H Center, Amboy. 10 a.m.
March 24	Illinois Swine Growers' Day. University of Illinois, Urbana.
April 2	Dixon Springs Bull Sale. Dixon Springs Experiment Station, Simpson.
April 3	Albion Cooperative Feeder Sale. Albion. 1 p.m.
April 3-9	Leisurecraft and Counseling Camp. Memorial 4-H Camp, Monticello.
April 7-8	Illinois Bankers Agricultural Credit Conference. University of Illinois, Urbana. 9:30 a.m.
April 9	Benton Cooperative Feeder Pig Sale. Benton. 1 p.m.

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS
April - May 1964

April 2	Dixon Springs Bull Sale. Dixon Springs Experiment Station, Simpson.
April 3	Albion Cooperative Feeder Sale. Albion. 1 p.m.
April 3-9	Leisurecraft and Counseling Camp. Memorial 4-H Camp, Monticello.
April 4	Area Livestock and Dairy Judging School. Coliseum, State Fair Grounds, Springfield.
April 7-8	Illinois Bankers Agricultural Credit Conference. University of Illinois, Urbana. 9:30 a.m.
April 9	Benton Cooperative Feeder Pig Sale. Benton. 1 p.m.
April 14	Cattle Feeders' Day. University of Illinois Stock Pavilion, Urbana.
May 1	FFA Public Speaking Semi-Finals (Prepared Speech) and Finals (Extemporaneous Speech). 426 Mumford Hall, Urbana. 1 p.m.
May 2	FFA Awards Day Program. 103 Mumford Hall, Urbana. 10 a.m.
May 8-9	"Vetevue" (College of Veterinary Medicine Open House). Veterinary Medicine Building, Large Animal Clinic and Stock Pavilion, Urbana. Friday: 1 p.m. - 9 p.m. Saturday: 9 a.m. - 5 p.m.
May 11-15	Spring Extension Conference. Urbana.
May 23-24	Family Camping Show. Illini Grove, Urbana.
May 26	Farm Machinery Day. Assembly Hall, Urbana. 9 a.m. - 3 p.m.

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From Extension Editorial Office
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS
June - July 1964

June 1-2	PCA Illinois Fieldmen's Conference. Illini Union, Urbana.
June 3	4-H Lamb Marketing Day. East St. Louis.
June 5	Feeder Pig Sale, Albion. 8:00 p.m.
June 9-11	36th Annual Illinois State FFA Convention. U. of I. Assembly Hall, Urbana. 1:00 p.m. Tuesday to 3:30 p.m. Thursday.
June 11	Agronomy Field Day. Brownstown Experiment Field, Fayette County. 9:30 a.m.
June 11-12	Illinois Society of Professional Farm Managers and Rural Appraisers Summer Tour. Dixon Springs Experiment Station, Simpson.
June 12	Agronomy Field Day. Toledo Experiment Field, Cumberland County. 1:30 p.m.
June 12	Clark County Swine Test Station Field Day. Martinsville Fair Ground. 6:00 p.m.
June 15	Agronomy Field Day. Newton Experiment Field, Jasper County. 1:30 p.m.
June 15	Illinois Purebred Sheep Breeders Association Annual Ram and Ewe Sale. Stock Pavilion, Urbana.
June 16	Illinois Crop Improvement Association Banquet. Urbana-Lincoln Motor Inn. 6:30 p.m.
June 16-18	Vocational Agriculture Teachers Annual Conference. U. of I. Campus, Urbana.
June 16-19	Illinois 4-H Club Week. Urbana.
June 17	Illinois Crop Improvement Association and Illinois Seed Dealers Tour of South Farms. Urbana. 9:30 a.m.
June 19	Agronomy Field Day. Carbondale Experiment Field, Jackson County. 1:30 p.m.
June 23	Vocational Agriculture State Judging Contests for Livestock, Dairy, Poultry and Grain. Stock Pavilion, Urbana. 10:00 a.m.
June 30	State 4-H Judging Contest. U. of I. Campus, Urbana.

July 1 Agronomy Field Day. DeKalb Experiment Field, DeKalb County.
1:00 p.m.

July 2 Agronomy Field Day. Hartsburg Experiment Field, Logan County.
1:30 p.m.

July 2 Dixon Springs Horticulture Field Day. Simpson. 7:00 p.m.

July 9 Feeder Pig Sale. Benton. 8:00 p.m.

July 17 Feeder Pig Sale. Albion. 8:00 p.m.

July 21-22 4-H Livestock Marketing Career Program. National Stock Yards,
East St. Louis.

July 27 -
Aug. 1 4-H Junior Leaders Conference. Memorial 4-H Camp, Monticello.

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From Extension Editorial Office
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

July - August 1964

July 1	Agronomy Field Day. DeKalb Experiment Field, DeKalb County. 1:00 p.m.
July 2	Agronomy Field Day. Hartsburg Experiment Field, Logan County. 1:30 p.m.
July 2	Dixon Springs Horticulture Field Day. Simpson. 7:00 p.m.
July 7	East St. Louis Area Twilight Vegetable Meeting (Madison, Monroe, St. Clair Counties). William J. Bruns farm near Granite City. 7:00 p.m.
July 9	Feeder Pig Sale. Benton. 8:00 p.m.
July 17	Feeder Pig Sale. Albion. 8:00 p.m.
July 18	Tri-State 4-H Swine Marketing Day. Evansville, Indiana.
July 20	North Cook County Twilight Vegetable Meeting. Jim Goebbert farm, Illinois Route 62, East Arlington Heights Road. 7:00 p.m.
July 21-22	4-H Livestock Marketing Career Program. National Stock Yards, East St. Louis.
July 21	South Cook County Twilight Vegetable Meeting. H. J. Paarlburg farm. Lansing. 7:00 p.m.
July 27-Aug. 1	4-H Junior Leaders Conference. 4-H Memorial Camp, Monticello.
Aug. 2-8	Illinois Technical Forestry Association Boys' Farm Forestry Camp. Southern Illinois 4-H District Camp, West Frankfort.
Aug. 3-7	National IFYE Alumni Association Conference. 4-H Memorial Camp, Monticello.
Aug. 14-23	Illinois State Fair. State Fairgrounds, Springfield.
Aug. 24-28	4-H Conservation Camp. 4-H Memorial Camp, Monticello.
Aug. 26-27	Illinois Farm Sports Festival. Lincoln Park and State Fairgrounds, Springfield.
Aug. 27	4-H Beef Marketing Day. Stockyards, East St. Louis.
Aug. 28	4-H Beef Marketing Day. Stockyards, Peoria.
Aug. 31	Agronomy Field Day. Kewanee Experiment Field, Henry County. 1:30 p.m.

6/26/64

From Extension Editorial Office
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Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

August - September 1964

- Aug. 2-8 Illinois Technical Forestry Association Boys' Farm Forestry Camp. Southern Illinois 4-H District Camp, West Frankfort.
- Aug. 3-7 National IFYE Alumni Association Conference. 4-H Memorial Camp, Monticello.
- Aug. 4 East St. Louis Area Twilight Vegetable Meeting. William Bruns Farm, Granite City. 7:00 p.m.
- Aug. 5 Cass County Meeting at the Daryle Tegeder Farm, R. 1, Meredosia. 6:30 p.m.
- Aug. 12 Lincoln Farm Bureau Farm Management Service Tour. Southern Illinois University Test Farms, Carbondale.
- Aug. 14-23 Illinois State Fair. State Fairgrounds, Springfield.
- Aug. 24-28 4-H Conservation Camp. 4-H Memorial Camp, Monticello.
- Aug. 26-27 Illinois Farm Sports Festival. Lincoln Park and State Fairgrounds, Springfield.
- Aug. 27 4-H Beef Marketing Day. National Stock Yards, East St. Louis.
- Aug. 28 4-H Beef Marketing Day. Peoria Union Stockyards.
- Aug. 31 Agronomy Field Day. Kewanee Experiment Field, Henry County. 1:30 p.m.
- Sept. 1 Agronomy Field Day. Aledo. 1:30 p.m.
- Sept. 2 District Farm Bureau Farm Management Service Tour. Sangamon County, Springfield.
- Sept. 2 Tri-State Feeder Cattle Clinic. Evansville, Indiana. 1:00 p.m.
- Sept. 2 Annual Meeting, Illinois Farm Bureau Farm Management Association. Springfield.
- Sept. 3 Agronomy Field Day. Clayton. 1:30 p.m.
- Sept. 3 Feeder Cattle Buying Conference. Loveland Community Building, Dixon. 10:00 a.m.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

Sept. 4 Agronomy Field Day. Brownstown. 9:30 a.m.

Sept. 8 Agronomy Field Day. Carthage. 1:30 p.m.

Sept. 8 Agronomy Field Day. Oblong. 1:30 p.m.

Sept. 9 Agronomy Field Day. Toledo. 1:30 p.m.

Sept. 10 Agronomy Day. South Farm, Urbana campus. 9:00 a.m.

Sept. 10 Cooperative Feeder Cattle Sale. Egyptian Livestock Association,
Simpson.

Sept. 11 Agronomy Field Day. Newton. 1:30 p.m.

Sept. 11 Agronomy Field Day. Carlinville. 1:30 p.m.

Sept. 10-11 Clinical Laboratory Practice Short Course for Veterinarians. College
of Veterinary Medicine, Urbana.

Sept. 11 Cooperative Feeder Cattle Sale. Vincennes, Indiana.

Sept. 15 Pioneer Farm Bureau Farm Management Service Fall Meeting and Tour.
Pontiac.

Sept. 16 Illinois Society of Professional Farm Managers and Rural Appraisers
Annual Fall Tour. Macomb.

Sept. 16 Agronomy Field Day. Dixon. 1:30 p.m.

Sept. 16 Tree-Land Festival. Stockton, Illinois. Rain date, Sept. 17.

Sept. 17 Elwood Field Meet--Will County. 1:00 p.m.

Sept. 17-18 Illinois Poultry and Hatchery Federation Seminar. Allerton Park,
Monticello.

Sept. 18 Illinois Turfgrass Field Day. Turf Plots, S. Lincoln Ave., Urbana.

Sept. 19 Vo-Ag Meeting and FFA Judging Contest. Stock Pavilion. 10:00 a.m..

Sept. 19 Southern Illinois Breeding Assn. Annual Meeting. Bull Barns, Breeze.

Sept. 22 Farm Advisers Meeting of Northern Illinois Breeding Cooperative.

Sept. 24 Beef Day. Dixon Springs Experiment Station, Robbs.

Sept. 25 Cooperative Feeder Cattle Sale. Vincennes, Indiana.

Sept. 26 Tri-State Steer Marketing Day. Evansville, Indiana.

Sept. 26-
Oct. 3 National 4-H Week.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

September - October 1964

Aug. 30 - Sept. 7	DuQuoin State Fair.
Sept. 1	Agronomy Field Day. Aledo. 1:30 p.m.
Sept. 2	District Farm Bureau Farm Management Service Tour. Sangamon County, Springfield.
Sept. 2	Tri-State Feeder Cattle Clinic. Evansville, Indiana. 1:00 p.m.
Sept. 2	Annual Meeting, Illinois Farm Bureau Farm Management Association. Springfield.
Sept. 3	Agronomy Field Day. Clayton. 1:30 p.m.
Sept. 3	Feeder Cattle Buying Conference. Loveland Community Building, Dixon. 10:00 a.m.
Sept. 8	Foundation Seeds, Inc., Field Day. Agronomy South Farm, Urbana.
Sept. 8	Agronomy Field Day. Carthage. 1:30 p.m.
Sept. 8	Agronomy Field Day. Oblong. 1:30 p.m.
Sept. 9	Agronomy Field Day. Toledo. 1:30 p.m.
Sept. 10	Agronomy Day. South Farm, Urbana campus. 9:00 a.m.
Sept. 11	Agronomy Field Day. Newton. 1:30 p.m.
Sept. 11	Agronomy Field Day. Carlinville. 1:30 p.m.
Sept. 10-11	Clinical Laboratory Practice Short Course for Veterinarians. College of Veterinary Medicine, Urbana.
Sept. 11	Cooperative Feeder Cattle Sale. Vincennes, Indiana.
Sept. 15	Pioneer Farm Bureau Farm Management Service Fall Meeting and Tour. Pontiac.
Sept. 15	Illinois Technical Forestry Association. East Dubuque, Illinois. 4:30 p.m.
Sept. 16	Agronomy Field Day. Dixon. 1:30 p.m.

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

Sept. 16	Illinois Society of Professional Farm Managers and Rural Appraisers Annual Fall Tour. Macomb.
Sept. 16	Tree-Land Festival. 5 miles south of Stockton, Illinois, on Rt. 78. Rain date, Sept. 17.
Sept. 17	Elwood Field Meeting--Will County. 1:00 p.m.
Sept. 17-18	Illinois Poultry and Hatchery Federation Seminar. Allerton Park, Monticello.
Sept. 18	Illinois Turfgrass Field Day. Turf Plots, S. Lincoln Ave., Urbana.
Sept. 19	Vo-Ag Meeting and FFA Judging Contest. Stock Pavilion. 10:00 a.m.
Sept. 19	Southern Illinois Breeding Association Annual Meeting. Bull Barns, Breeze, Illinois.
Sept. 19	State FFA Meat and Milk Judging Contest. Stock Pavilion, Urbana campus.
Sept. 22	Farm Advisers Meeting of Northern Illinois Breeding Cooperative. Hampshire.
Sept. 25	Cooperative Feeder Cattle Sale. Vincennes, Indiana.
Sept. 26	Tri-State Steer Marketing Day. Evansville, Indiana.
Sept. 26- Oct. 3	National 4-H Week.
Oct. 13	Dairy Plant Field Managers Conference. Urbana campus.
Oct. 18-19	Illinois State Florists Association Fall Conference. Urbana campus.
Oct. 17-31	Town and Country Art Show. Architecture Building Gallery, Urbana.
Oct. 20-23	Annual Extension Workers Conference.

8/28/64

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

October - November 1964

Sept. 26- Oct. 3	National 4-H Week.
Oct. 9	45th Annual Illinois Conference and Extension Short Course for Veterinarians. College of Veterinary Medicine, Urbana. 8:30 a.m.
Oct. 9-10	Illinois Nutrition Committee Annual Conference. University of Illinois, Chicago Center.
Oct. 9-11	Natural Resources Council of Illinois Annual Conference. Hott Memorial Center, Monticello.
Oct. 10	Homecoming.
Oct. 10	Home Economics Open House for Alumnae. Bevier Hall, Urbana.
Oct. 13	Dairy Fieldmen's Conference. Paradise Inn, Champaign.
Oct. 17-31	Town and Country Art Show. Architecture Building Gallery, Urbana.
Oct. 18-19	Illinois Florists Conference. Motel Urbana, Urbana.
Oct. 20-23	Fall Conference. Cooperative Extension Personnel.
Oct. 22-23	Annual Meeting, Midwest Section, Forest Products Research Society. Chicago
Oct. 27	4-H District 3 Training School. Cornbelt Electric Cooperative Office, Bloomington.
Oct. 28	4-H District 2 Meeting. Western Illinois University, Student Union State Room, Macomb.
Oct. 28-30	Farm Management Fieldmen's State Conference.
Oct. 29	4-H District 1 Meeting. Farm Bureau Auditorium, DeKalb.
Nov. 4	4-H District 4 Meeting. Farm Bureau Auditorium, Vandalia.
Nov. 4-5	Meeting of County Extension Council Chairmen.
Nov. 5	4-H District 5 Meeting. National Guard Auditorium, Marion.
Nov. 6-7	Illinois Home Economics Association Meeting.

Add Agricultural Events Calendar For Illinois - 2

Nov. 18-19	Illinois Hatchery and Feed Convention. Peoria.
Nov. 19	Farm Structures Day.
Nov. 23	Regional Seed Clinic. DeKalb.
Nov. 24	Regional Seed Clinic. Bloomington.
Nov. 24	4-H Leaders State Recognition Meeting. Springfield.
Nov. 28-30	National 4-H Club Congress. Chicago.
Nov. 28- Dec. 5	International Livestock Exhibition. Chicago.
Nov. 30	Regional Seed Clinic. Macomb.

9/25/64

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

November - December 1964

Nov. 2	Western Illinois Cooperative Feeder Cattle Sale. Pittsfield. 1:00 p.m.
Nov. 4	4-H District 4 Meeting. Farm Bureau Auditorium, Vandalia.
Nov. 4-5	Meeting of County Extension Council Chairmen.
Nov. 5	4-H District 5 Meeting. National Guard Auditorium, Marion.
Nov. 6-7	Illinois Home Economics Association Meeting.
Nov. 12	Western Illinois Cooperative Feeder Cattle Sale. Macomb. 1:00 p.m.
Nov. 16-19	IAA Annual Meeting, Chicago.
Nov. 18-19	Illinois Hatchery and Feed Convention. Peoria.
Nov. 19	Farm Structures Day.
Nov. 23	Regional Seed Clinic. DeKalb.
Nov. 24	Regional Seed Clinic. Bloomington.
Nov. 24	4-H Leaders State Recognition Meeting. Springfield.
Nov. 24	Western Illinois Cooperative Feeder Cattle Sale. Canton. 1:00 p.m.
Nov. 26	Thanksgiving.
Nov. 27	National 4-H Livestock Judging Contest.
Nov. 28 - Dec. 5	International Livestock Exhibition. Chicago.
Nov. 29 - Dec. 3	National 4-H Club Congress. Chicago.
Nov. 30	Regional Seed Clinic. Macomb.
Dec. 1	Regional Seed Clinic, Carbondale.
Dec. 2	Regional Seed Clinic. Effingham.
Dec. 2-4	Rural Sociology Seminar.
Dec. 4-5	5th Annual Turfgrass Conference.

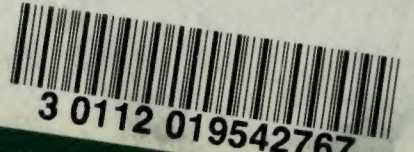
Add Agricultural Events Calendar for Illinois - 2

Dec. 7-9	Illinois Horticultural Society State Meeting. Belleville.
Dec. 11	Sheep Day.
Dec. 12	National Swine Growers Council Meeting. St. Louis.
Dec. 16-17	Special Landscape School for Selected Extension Personnel.
Dec. 25	Christmas.

BJM:cm
10/22/64



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